

EP. 25 How to Implement Internal Marketing

Interview with Marketing Expert April Sharp

Here's what April had to say about internal marketing.

A lot of doctors are doing mailers and that's great, but the missing link really is internal marketing. Hygienists are the missing link because they are the ones building the relationship.

They are the 2nd most trusted team member so you want to leverage them to support the referral program. Even when they ask, "What don't you like about your smile?" That is marketing right there if they are using that information and taking it to the next level. Drop them into a sequence that gives them educational content.

Hygienists should be asking for referrals as well. Get your team involved with asking for referrals. Don't assume they are asking for referral either. You need a strategic plan. What is your internal marketing piece? You need marketing hard pieces to hand out to your patients.

Spice it up! Get your patients involved with your referral program. Put your referral winner on facebook and ask your patients to pick what the next referral giveaway should be. The more involved they are with your referral program, the more excited they will be to refer to your practice!

Make sure you have openings in your schedule, too! Your patients will not want to refer their friends and family if they know they will have to wait a long time to get in.

Get your marketing plan in place and get your team and patients excited about your referral program.