

EP. 34 How to Promote Marketing Through Your Hygiene Department

Marketing is so important for growing your hygiene department. Get your hygienists involved with your marketing. They are usually underutilized in marketing your practice, yet they spend so much time with the patient.

How to leverage your hygienists to promote your marketing:

- 1. Make Videos** – Have your hygienists make educational videos to put on your social media and websites.
- 2. Newsletters from your hygienists** – You shouldn't communicate to your patients only when they are due for their preventative visit. Statistics show that the value diminishes every month. Get your hygienists involved by writing newsletters and connecting with their patients.
- 3. Write Blogs** – When they have downtime you can have them create blogs for your newsletters and social media. Create a plan for topics.
- 4. Have your trusted hygienists take before and after pics** of their patients and ask to post on social media.
- 5. Empower them to help you with marketing.** Get them excited and involved!

Sit down with your hygiene team and create a marketing plan. They will become more engaged in your practice!