

EP. 4

Tips For Dental Marketing: Part 2

Special Offers:

- Create a sense of urgency. Set a deadline, but don't be like Bed, Bath, and Beyond J
- Give them a gift, reciprocity! Don't just reduce the cost of a service!
 - o Devalues your services
- Get creative!
 - o Ex: "We'll clean your teeth and your car!" free car wash offers
 - o Market to Perio patients during February relating to heart disease
 - o "We'll reserve a seat for you here and there" restaurant gift certificate offer
- They only get these when they actually come in!

Tracking-Acquisition Cost:

- If you don't track, you don't know if it was successful. Don't make this mistake!
 - o How much did the actual marketing piece cost
 - o What % of that marketing piece that converted to a scheduled appointment?
 - o Of the appointments scheduled, how many showed up?
 - o Of those who showed up, how much did they spend?
 - o Next, track lifetime spends. Ex: 6 months spend, 12-month, 18 months

Calendar Blocking:

- Preplan. Do not put them together last minute.
- Know what will go out 3 months in advance.
- Which months are your slower months?
 - o If you are prepared, you can make them your best months!
- Be intentional and know what your numbers are

Internal Marketing:

Don't forget to market to your existing patients:

- Retention-what are you doing to keep the patients you have?
- Referral Program; Social Media
- Reviews
 - o 88% of people trust reviews just as much as they do a referral from a friend!
 - o 95% of consumers don't trust reviews if there are NO bad ones-it's all about how you handle them.

Remember:

All hygienists need to be educated on marketing, inspired by it, and bringing ideas to the table to keep their chairs filled.

"If you're a buyer, you're a marketer."

Marketing is to educate them on why they should buy your product and to inspire them to actually buy your product.