

## EP. 3

## Tips For Dental Marketing: Part 1

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

**Don't Work Alone:** You will be the most successful when you collaborate with others. Ask teammates, friends, family- What would make them want to come in?

**Swipe Ideas (Inspiration Pieces):**

"Nothing ever comes from a blank piece of paper." Jay Geier

- Look at your mail and look at your emails. Did you open any of them?

WHY? Can you use this idea in your own marketing?

**Make Your Marketing Different.**

- Don't use generic dental postcards.

Ex: stock photos, big smile, teeth, etc.

· If your marketing looks like every other office, they will think you're just every other office.

**How Can you send it? What can you send with it?**

- Send a bright or shiny envelope instead of a post card.

· "Bulky Mailer"-mail with a tangible item inside. Statistics show 94% open rate when something is in the envelope.

**Don't do Bulk Mailing:** Segment your lists. Don't send everything to everyone. Know your audience. Be strategic.

- Spend more money on those in a 5-mile radius.

· Do they have children? Say that in your marketing! Let them know kids would be comfortable at your office, even if you are not pediatric focused.

- Make sure your messaging matches your marketing

o Don't overthink it. Who are they? What do they need? What image will capture that?

**The Tagline:** If you can't get their attention with a one liner, they won't read the rest of your piece.

· You want a 5th grader to be able to understand your marketing and what the "Call to Action" is.

**Marketing either is a seed placement to hold the feeling of "I need to do this" so when they are ready, they will remember you over everyone else, or a call to action to do something NOW.**