

Grow Your Dental Practice Now with Successful Internet Branding

# Grow Your Dental Practice Now with Successful Internet Branding

*An Essential Blueprint to Acquiring New Patients  
Online and Increasing Revenue*

**<INSERT AUTHOR HERE>**

# Grow Your Dental Practice Now with Successful Internet Branding

## **Legal Notice:**

This eBook is copyright protected. This is only for personal use. You cannot amend, distribute, sell, use, quote or paraphrase any part or the content within this eBook without the consent of the author or copyright owner.

Legal action will be pursued if this is breached.

## **Disclaimer Notice:**

Please note the information contained within this document is for educational purposes only.

Every attempt has been made to provide accurate, up to date and reliable complete information no warranties of any kind are expressed or implied. Readers acknowledge that the author is not engaging in rendering legal, financial or professional advice.

By reading any document, the reader agrees that under no circumstances are we responsible for any losses, direct or indirect, which are incurred as a result of use of the information contained within this document, including – but not limited to errors, omissions, or inaccuracies.

## **Table of Contents**

**[Introduction.....pg. 5](#)**

**[Establishing an Online Presence.....pg. 11](#)**

**[Search Engine Optimization.....pg. 18](#)**

**[Methods for Attracting Patient Leads.....pg. 28](#)**

**[Online Reputation Management.....pg. 34](#)**

**[How to Find Customers Using Social Media.....pg. 45](#)**

# Grow Your Dental Practice Now with Successful Internet Branding

[How to Use Email to Find Customers.....pg. 59](#)

[When and How to Use Paid Advertising.....pg. 66](#)

[Conclusion.....pg. 76](#)

# Grow Your Dental Practice Now with Successful Internet Branding

## Introduction

Being a dentist can be a very stressful job. If you own your own practice, you have the challenge of running an office, managing your schedule, and seeing patients – and often, your patients would much rather be anywhere other than your office. That would be enough to keep anybody busy, but then you also need to worry about how to market and grow your business.

How can you make the most of your marketing time and budget? I have the information you need, and the purpose of this book is to share it with you.

### **Author Biography**

Let me tell you a bit about myself so you know what I have to offer. My name is Dr. Prerak Patel. I am a successful entrepreneur and business professional. After graduating from the University of Houston with a concentration in Computer Engineering Technology, I set out on an entrepreneurial path. I could see that Internet and technology would have an extreme impact on any business model at any stage, whether it be a start-up, mid-level or an established large company.

Advising and helping dentists succeed became my passion as I saw my wife, who is a general dentist, struggle with trying to balance being the caring dentist she wanted to be while growing a successful practice at the same time. In order to brand themselves effectively and progressively, I

## Grow Your Dental Practice Now with Successful Internet Branding

realized that dental offices would need advanced digital marketing strategies and automated systems.

As a result, I founded DentistsBranding.com. With DentistsBranding.com, clientele can expect to receive the expert problem-solving practices that the company offers in developing profitable and sustainable campaigns in the dental world. I am very proud that my work has been featured in [Forbes](#), [Inc](#), [Entrepreneur](#), and many specialty dental publication. My team consists of experienced marketers that have assisted many businesses and brands to grow and exponentially increase their revenue. You can contact me at [info@dentistsbranding.com](mailto:info@dentistsbranding.com).

### **Challenges of Running a Successful Dental Practice**

Now that you know a little bit about me, let me tell you what I know about you. I know that you are passionate about the work you do, and that nothing matters more than the health and well-being of your patients. I know you always want the best for them, and I know that providing the kind of care you provide can take a toll on you, personally and professionally.

Running a successful dental practice isn't easy. Many dentists who have private practices have to wear several different hats in a single day. Here are some of the things that pose particularly big challenges to dentists:

1. Building up a reliable list of patients. Many dental practices have seen their revenues decrease. A lot of people don't like going to the dentist

## Grow Your Dental Practice Now with Successful Internet Branding

and they put off making appointments – or don't go at all. What that means is that you have to work hard to keep your existing patients and find new ones – and you have to do it in a competitive environment where there are most likely many other dentists competing for the same patients.

2. Dealing with administrative issues. Things like staffing, learning the rules of corporate taxation, and maintaining patient schedules can be a full-time job – and that's before you add the time you spend with patients. If you have the money to hire a staff you may be able to delegate some of these things, but even if you do, you still have to interview and train staff and deal with the inevitable problems that arise when you have people working for you.
3. Negotiating with insurance companies. Every health care practitioner has to experience some version of the stress that comes with interacting with insurance companies. Many insurance companies have cut back on reimbursement rates to dentists, and that means that you may find yourself haggling with a claims examiner over how much you are owed.
4. Maintaining your reputation. Reputation was always important, but it is even more so now that the internet makes it easy for patients to share information with one another. Research shows that the overwhelming majority of internet users give online reviews from strangers the same weight they would give to a recommendation from a family member or friend.
5. Marketing your business. If want to run a successful business in this day and age, you cannot afford to get away with skimping on

## Grow Your Dental Practice Now with Successful Internet Branding

marketing. For many businesses, online marketing is the key, and that requires a working knowledge of things like search engine optimization, keywords, web design, social media, and more.

As you can see, running a successful dental practice takes a lot of time, energy, and knowledge. In addition to the specialized training you received in dental school, you also need to be able to juggle all the other things mentioned here. It's not an easy job, and it can sometimes be overwhelming.

### **What You Will Learn in This Book**

The goal of this book is to help you feel confident about handling the marketing and online aspects of your business. When you understand what you need to do to establish yourself online, you can use those tools to build up your patient list, improve your reputation, and have more time for the other things you want to do.

In the first chapter, we'll talk about what you need to do to establish an online presence. I'll give you an overview of the things that make up your internet presence, including your website, web traffic, marketing, social media, and paid advertising.

The second chapter will cover a big topic, search engine optimization (SEO). SEO is a field that is constantly evolving. You don't need to be an expert, but you do need to understand the basics of keyword use, content

## Grow Your Dental Practice Now with Successful Internet Branding

creation, links, and local SEO. I'll give you the information you need to know.

In the third chapter, we'll talk about how to attract web traffic. The only way for you to attract more patients online is to get more traffic to your website. This chapter will cover things like paid advertising, blogging, guest blogging, social media, and more.

The fourth chapter will cover a very important issue for any business, online reputation management. It is a virtual certainty that any prospective patients who hear about your practice will take the time to search for you online and read what other people have to say about you. That means you have to know how to manage your online reputation by monitoring reviews and handling complaints, and I'll tell you how to do that.

In the fifth chapter, we'll tackle how to use social media to grow your business. There's no denying that social media usage is high, and it's only going to get higher. The majority of your existing and potential patients use social media, and so that means you need to use it too. I'll tell you how to choose the social media sites you use, and how to get the most out of them.

The sixth chapter covers a type of marketing that sometimes gets overlooked. Email is still an incredibly effective way to contact your patients and build their trust. It can also help you reach out to new patients. I'll tell you how to set up an email list, and explain why autoresponders are the

## Grow Your Dental Practice Now with Successful Internet Branding

best tool for managing your email. I will also give you my best tips for writing effective emails, and some ideas to help you engage with your subscribers.

In the seventh and final chapter, we will talk about paid advertising. There are a lot of things you can do to market your business for free, but it is important to know when and how to spend your advertising budget. In this chapter, I'll tell you about some of the options that are available to you, including search ads, pay-per-click advertising, social media advertising, native advertising, and more.

By the time you are done reading this book, you will have all of the information you need to take your existing dental business and turn it into a success. Even if you are well-established, the chances are good that you could be doing more to attract new patients, and to engage the patients you already have. When you create a consistent and powerful brand for your practice and maintain a strong online presence, you make it much easier for patients to choose your practice over the one down the street, or in the next town over, than it would be otherwise. In the end, that's what you want – you want to make it easy for patients to visit your practice, and to refer other patients to you, as well.

Let's get started.

## **Chapter 1: Establishing an Online Presence**

Very few modern businesses can afford to ignore the importance of the internet. If you are not already marketing your practice online, you are missing out on an easy – and relatively inexpensive – way of connecting with both existing patients and potential new patients.

### **Why You Need to Have an Online Presence**

I think it's important to start with the basics, so let's talk about why you need to have an online presence. There are over three billion internet users worldwide, and that number will only go up. In certain countries, such as the United States, the overwhelming majority of people use the internet in some capacity. They may access it on a computer or a mobile device, but you can be sure that most of your patients are also internet users.

In recent years, it has become increasingly common for consumers to turn to the internet as a way of learning about the people with whom they do business. They routinely read reviews of product and service providers. Websites such as Yelp, Google+, and Angie's List make it easy for people to share information and write reviews. Approximately 88% of all consumers in the United States say that they read online reviews before making a purchasing decision.

It may be helpful to think of your online presence as your online office. You would not expect your patients to be happy if they walked into your

## Grow Your Dental Practice Now with Successful Internet Branding

reception area and found a messy space with no receptionist to greet them and no useful information about you and your practice. When you have a well-thought-out internet presence, it sends a signal to your patients that you care about them and want them to have a good experience.

If you do not already have an online presence – or if it's restricted to a few reviews on Yelp – it might be helpful to talk about the different elements that make up your online presence. All of these things will require your attention as you begin marketing online.

### **Elements of Online Marketing**

Your online presence is more than just one thing. Basically, any place that current or prospective patients can find information about you online is part of your online presence. Here are the major components that make up your online presence.

#### *Website*

Your website is arguably the most important part of your online presence. If you have a poorly-designed site that's hard to navigate and lacks essential information – or if you don't have a site at all – you are signaling your patients that you don't care that they consider the internet an important resource when it comes to making purchasing decisions.

## Grow Your Dental Practice Now with Successful Internet Branding

Some elements of your online presence are not things you can completely control, but your website is something you can. Your website is the first place people are going to look if they have questions about you and your practice. If someone Googles your practice, your website will probably be at the top of their list of search results, and they are going to expect it to be informative and easy-to-use.

Every page of your website can operate as a potential landing page – meaning that, depending on what terms a user searches, they could end up on a page other than your home page. For that reason, each page of your site needs to be well-designed and easy to navigate. Patients should always be able to get back to your home page, and major elements, such as the menu and search function, should be accessible from anywhere on your site.

### **Social Media**

The next part of your online presence is another very important one. Social media usage is extremely high. In fact, Facebook alone has well over a billion users. That means you can't afford to ignore social media as a way of connecting with your patients.

The thing that proves challenging for some businesses is understanding how best to use social media. You need to choose the right platforms for your particular business – something we'll talk about later in the book – and then use them in the proper way. It is important to keep in mind that sites

## Grow Your Dental Practice Now with Successful Internet Branding

like Facebook and Twitter are primarily social. If you post aggressive sales pitches, your followers are likely to be irritated. You need to post the right mix of content and always keep your patients' needs in mind.

Social media sites abound – in fact, there are dozens of different sites you could potentially use to market your business. In addition to the biggest sites, such as Facebook and Twitter, you may want to consider other sites including Instagram, Pinterest, Vine, YouTube, and even local social sites. In the chapter about social media, I'll give you my recommendations about which sites you should be using.

### *Traffic*

Traffic is the word for the stream of visitors who come to your website. At first glance, it might seem that you have little or no control over who visits your site, but that's not true. The marketing choices you make online have a direct impact on how many people visit your site.

It may be helpful to think of your website or social media page as a location on a map. When you do that, you will be sure to understand that internet users may arrive at their destination – your site – via any number of roads. For example, they may get to your website by Googling dental offices in your area and clicking your page on the list of search results. They may click on a paid ad that you placed on Google or Bing. They might find your website through social media, or because they read a guest blog that you wrote.

## Grow Your Dental Practice Now with Successful Internet Branding

Understanding how traffic works can help clarify why your online presence is not just one thing. The information that exists about you and your practice online makes up the entirety of how internet users will find you, and what they end up thinking about you.

### *Review Sites*

Online review sites make up a huge part of any local business's online presence. It has become increasingly common for internet users to share their personal experiences and opinions about the businesses they frequent – and for them to check out a business online before making a purchasing decision. You might not think of what your patients do as making a purchase, but that's a mistake. Any expenditure counts as a purchase even if the product in question is a service.

A lot of companies do not do a good job of monitoring online review sites. However, it is essential for you to be aware of all the sites where patients may post reviews of your practice so that you can understand what people are saying about you. I have already told you that online reviews are very important to the vast majority of internet users. When a new patient calls your office or makes an appointment online, it is safe for you to assume that he has first checked out your practice online and read the available reviews. Any patient who has not done so is in a very small minority.

To maintain an effective online presence, you must claim your company's listing on all relevant review sites and do what you can to manage and

## Grow Your Dental Practice Now with Successful Internet Branding

respond to reviews. I will give you some tips about how to do that in the chapter about online reputation management.

### *Online Directories*

Most businesses' names appear in more than one online directory. Directories are generally very simple – they list a business's name, address, and telephone number. However, they may sometimes include additional information, including a link to your website, a map of your business, or information about pricing and services.

Your online directory listings play an important role in your local search optimization. When customers look for you, it's important that the information listed about you is consistent. You don't want there to be any confusion about things like your address and phone number, or about your business hours. That's why you need to know where you are listed online and double check to make sure the information about you is correct.

I will give you some pointers about managing your online directory listings in the chapter about SEO.

### *Content*

Any content you post online, whether it's on your website, your social media pages, or on someone else's blog, reflects on your practice. Bill Gates famously said "Content is king" and that's true for any business. The

## Grow Your Dental Practice Now with Successful Internet Branding

information you post will have a direct impact on what patients think of you. That means you can't afford to be lax when it comes to creating great content.

The quality and nature of the content you post will make up a big part of this book. For example, in the chapter about social media I will tell you how to create (and curate) great content that will keep your patients informed and engaged.

### *Advertisements*

The final thing you need to consider when it comes to online presence is your paid advertising. Every ad you place is an extension of your business. That means that your ads need to be enticing and well-written, and they need to be placed on sites where your patients are likely to spend time. In the chapter about paid advertising, I will give you an overview of your options and make some recommendations about how and when to spend money on advertising.

Your online presence is important. In many cases, a potential patient will engage with you online long before they walk into your practice. That means you need to take online marketing seriously. In the next chapter, we'll start by talking about your website and SEO.