Home from home

In part two of this three-part series, Dr Solanki asks you to consider your practice image and what message it’s giving to your patients

Many factors contribute to a successful marketing plan, but if we were to start at the very beginning there are a few things that firstly need to be addressed in order to establish that you are ready to start marketing and pushing your services. Remember that you only have one chance to make a good impression.

How do you feel when you walk into your practice? Have you taken the time to sit in your waiting room and just look around? Possibly one of the most important things to consider is not only getting new patients, but also keeping them.

You won’t be judged on your dental expertise, patients do not know about this; instead they judge you on the presentation of your practice. A significant sum of money will need to be spent so that your practice décor matches up to your aspirations. It is also worth noting that due to the Department of Health’s HTM 01-05 Decontamination guidelines, infection control must also be considered. Compliance will soon be mandatory and a disorganised, cramped and cluttered practice the kind of place that potential patients wish to visit, it is then the perfect time to investigate a marketing strategy and explore your future possibilities by encouraging growth for your practice and a steady flow of business for you and your team.

In the next part of this series, we will look at what kind of marketing options you have available, highlight the pros and cons of marketing and how to ensure that your budget is used as an investment back into your practice.

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About the author

Dr Solanki studied medicine at the University of Oxford followed by a PhD, having come from a business-oriented family he followed his passion of starting up a dental marketing company with its strengths in online search marketing in early 2007. Since then, he has undertaken extensive search engine optimisation (SEO) training from some of the world’s leading experts in this field and continues to do so. He offers advice on SEO, business consultancy and strategic marketing campaigns for his clients. He is also the founder of the world’s most visited dedicated cosmetic dentistry website www.cosmeticdentistryguide.co.uk. Dr Solanki now offers dedicated marketing strategies for dental practices on a referral only basis.

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