Cost effective tools to boost your online marketing efforts

Rita Zamora discusses strategies for online marketing

Are you looking for cost effective ways to expand your online presence? You are not alone: Every day, greater portions of marketing budgets are being dedicated to online efforts because that is where patients are spending more and more of their time. However, the greatest challenge with online marketing is how fiercely dynamic it is. Some common concerns I often hear are:

1. How will we know if someone is saying something negative about us online?

2. How can we increase online positive reviews, testimonials, word of mouth and referrals?

3. What online marketing can we do that won’t cost a fortune?

4. How do we track what’s working?

Finding the negative and positive

Let’s begin by addressing negative reviews... To help monitor if someone has said something negative about you online, you can use the free tool Google Alerts. Many dental practices encourage patients to post testimonials or comments on public review sites. Meanwhile, one of the most common concerns doctors share is: “How will I know if a patient says something bad about me online?” Let’s face it. Even the best practice is susceptible to an occasional rant.

Google Alerts is a terrific solution (visit www.google.com/alerts). Enter a variety of search terms, including your name, and simply provide your email address to receive updates. These alerts are a cyberpace monitor who is watching out for your best interests. This solution won’t cost anything, yet it can prove invaluable.

In addition, make a note in your calendar to have a staff member do thorough searches for you each quarter on the major search engines. Searches of your name, should be performed regularly on Google, Bing, and Yahoo for example. Often practices will run across something surprising patients? Have love-ly umbrellas you could offer when you attempt to respond to a complaint that is months or years old. You must keep up

with your online reputation. If you don’t do regular online searches for your name, you will never know what complaints (or compliments) may exist about you.

Boost reviews and testimonials

Would you like to increase your positive reviews on sites like Google Reviews or Yelp? Many practices today are clamoring to build up their positive online PR—in some cases they need to bury a negative review or two.

Some of you may be thinking that you provide good service and that should be enough to motivate reviews. Let us, Gary Vaynerchuk, author of The Thank You Economy said: “Marketing is about to get really $@## hard.” Service needs to be exceptional if you want to motivate positive word of mouth today.

There are several proven tactics you can utilise to help increase your positive reviews, including asking patients via word of mouth, tangible reminders, or digital tools (like surveys or emails that push to review sites). However, the number one best way to skyrocket your positive reviews and testimonials has remained the same year after year—surprise and delight your patients.

Asking for testimonials is one thing, however ignoring raving reviews organis-ally is entirely another. Rather than setting your focus on how you can get people to post reviews, how about setting your primary intentions on how you can delight patients? For some of you this may seem obvious. However, I think many practices—even the most successful ones—can almost always find at least one new thing to enhance.

Online marketing doesn’t have to cost a fortune

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Something to Smile about...

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Snoreguards – snuggly fitting appliances to reduce or eradicate snoring.

OPROfresh – mouthguard and tray cleaning tablets.

In 2007, OPRO was granted the UK’s most prestigious business award, the Queen’s Award in recognition of outstanding innovation.
The most important thing to keep in mind with both Facebook and Twitter are systems, (although social media may seem like a task that can be done “whenever you have time”, it will only prove cost effective if you are organised). Here are a few tips to keep in mind for Facebook:

1. Determine who in your office will be responsible for asking patients for Facebook “likes”
2. Determine if you will offer incentives or hold a special promotion
3. Determine how much time you want to dedicate to these tasks each week
4. Schedule in specific days / times to handle this marketing.

Marketing on Facebook can provide your practice with amplified exposure. For example, a patient who shares your practice with their Facebook friends could potentially share hundreds of links that lead to your practice in a single day. Nowhere else do you have the power to reach so many people so easily; however, without an organised system and habits in place, you may find yourself wasting a lot of time in cyberspace.

Likewise, when and if you decide to use Twitter, be sure to follow these tips:

1. Utilise a good profile photo
2. Set your intentions everyday on delighting patients and saying thank you. The positive word of mouth, referrals and reviews will then naturally follow.

Beyond social media, online marketing that won’t cost a fortune

Online marketing that won’t cost a fortune, consider social marketing. While it is free to open a Facebook or Twitter account, it’s important to note that your accounts will require time and effort to maintain. Time is money and therefore you’ll need to have a plan in place before implementing these “free” tools.

About the author

Fred Joyal, author of the book Everything is Marketing: The Ultimate Strategy for Dental Practice Growth said: “Offer limousine transportation to patients having extra special treatments.” Think about things that wowed you at your last impressive restaurant visit or resort stay and brainstorm with your team. Once you’ve wowed your patients and given them something to rave about, it’s a lot easier to ask for referrals and patients are much more motivated to talk you up.

Read more about the business of dentistry as a “relationship business” in James Goolnik’s book called Brush - Proven Strategies to Make Your Dental Business Shine. You’ll learn from James how to offer “what patients really want”... Most importantly reference the section about teams and how nurturing and developing your team can help to motivate them. Remember a happy team is more likely to spread happiness to your patients.

Today, digital reputations mean everything. So certainly spend some time taking action to grow your positive reviews. However, spend the greatest effort and energy on what’s even more important—showering your patients with pleasant surprises, thank you’s, and genuine appreciation. Set your intentions everyday on delighting patients and saying thank you. The positive word of mouth, referrals and reviews will then naturally follow.

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"Set your intentions everyday on delighting patients and saying thank you. The positive word of mouth, referrals and reviews will then naturally follow."
to. Photos work better than logos in attracting people’s attention.

2 Complete your entire biography section on your profile — this is your free ongoing opportunity to share information about your practice with others.

3 Be genuine and honest about who’s doing the tweeting for your practice. If it’s the receptionist, then say so.

4 Set off on Twitter with the intention of meeting people. If you attempt only to go out and “get” followers, you will miss the point of networking.

5 Don’t feel you have to follow everyone. Focus on meeting people in your area — those businesses who may refer to you or people who may become patients.

As a dentist that is part of a business community, it is important to follow local people and businesses first. There is little benefit to a dental practice in having 5,000 followers if only 100 of them live in your region. Get to know others tweeting in your area. Ask them questions about their business — in turn, they will take an interest in you and your practice.

Another cost effective social media tool is YouTube. Although there are excellent options to invest quite a bit in well done videos, a cost effective way to use YouTube is to open your own YouTube channel and create your own videos. You can also upload any videos or footage you may have on file. Often practices will have a copy of a video clip, interview, or patient testimonial they could upload.

Video can work 24 hours per day and seven days per week for you. In fact if you were considering dedicating a portion of your marketing budget to video, I’d say you were making a wise choice.

YouTube is the second most popular search engine in the English speaking world. One of the biggest benefits video has to offer is the fact that it can be syndicated. Your video can be shared on sites like Facebook, Twitter, YouTube, your website and more. Once you handle the initial task of sharing, your videos will be populated all across the web like multiple pieces of online real estate representing you. Here are a few tips to keep in mind if you plan to implement video in your marketing:

1 Make sure the video representing your practice has adequate audio. One thing people won’t put up with is shoddy sound.

2 Consider who will star in your videos. Will it be you, a team member, or a patient sharing a testimonial?

3 What will your videos say? Think about providing content about frequently asked questions, such as:

• How long will my braces take?
• Will my gum surgery hurt?
• What can I expect at my child’s first pediatric dentist visit?

4 Will you make the video

*As valuable as a personal referral remains, online word of mouth will continue to grow in volume and power*

Video and marketing with sites like YouTube, Facebook and Twitter can give practices a competitive edge. Do research before adopting one or all of these tools. They can all be extremely effective, however not without forethought.

How do we track what’s working?

Now that you are aware of several free or cost effective tools you can use, it’s important to address the question: “How are you doing that is working and what is not?” Another great free tool from Google that you can use is Analytics. Google Analytics is a free service that will help you with tracking. The service generates detailed statistics about the visitors to your website. Ask your webmaster to set up Google Analytics for your website. You’ll have the option to log-in or get reports regularly emailed to you. Google Analytics can track visitors from referring sites (such as Facebook, Twitter, etc.), search engines (Google, Yahoo, Bing, etc.), as well as key words, display advertising and pay-per-click networks. In addition, you’ll find it interesting to see which web pages are most often visited and how much time is spent per visit.

If you are actively marketing on Facebook, Twitter or YouTube, another way to track what’s working is to interview patients about where they found you. One option is to add these choices to your patient registration or intake forms. For example: “Who referred you to our office?” Because of the ever increasing budgets that are being dedicated to online marketing, many offices are implementing a patient interview process to literally ask patients: “Have you seen our Facebook, YouTube, Twitter, etc.?” This gives patients a convenient option to specify exactly where they found you, and it also serves as a reminder of your presence in these platforms.

As valuable as a personal referral remains, online word of mouth will continue to grow in volume and power. It’s important that you know what others are saying about you and your practice. Utilise the tools above to help monitor your online reputation. Continue to strive for testimonials, positive word of mouth, and referrals. In turn, social media can help to amplify and put word of mouth of work to you. Remember to track your efforts, utilise the tools you have, Google Analytics reports, and never lose sight of the importance of interviewing patients about exactly where they found you. Once you have these systems in place, your practice will be well positioned to attract new patients while at the same time allowing you to manage successful marketing initiatives.

About the author

Rita Zamora is an international social media marketing consultant and speaker. She and her team actively co-manage dozens of dental practices’ social media programs. Her clients are located across the United States and internationally.

She has been published in many professional publications. Rita is also Honorary Vice President to the British Dental Practice Managers Association. Learn more at www.DentalRelationsMarketing.com or email rita@rita-zamora.com.
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A £10 on the day registration fee will be charged to visitors who do not secure tickets in advance. Advance registration closes 17 October 2011.
What makes you hesitate?
Dr Chonghwa Kim discusses restoring missing mandibular incisors with implants

Mandibular incisors can be vulnerable to early loss due to their inherently weak periodontal support and high prevalence with respect to periodontal disease. What are the most common treatment options for missing mandibular incisors? Aside from removable prosthetic options, the restorative options for a fixed prosthesis include a conventional bridge, a resin-bonded bridge (Maryland Bridge) and implants. For a case in which one or two mandibular central incisors are missing, a three- or four-unit bridge has often been the treatment of choice. A resin-bonded bridge, in these cases, can be a reasonable alternative to a conventional bridge; whereas implant treatment, more often than not, is not suitable due to insufficient space. When more than two incisors are missing, the implant option may become the first choice for most clinicians these days.

Preparing mandibular incisors for bridge abutments is an extremely delicate procedure that often leads to root-canal treatment due to pulp damage that might occur during the procedure. Even without the risk of pulp damage, it is still quite a challenge to recreate natural contour and shade on such tiny dentition.

Dental implants have, in many cases, become the treatment of choice for restoring missing teeth and have been documented to have a high degree of success. With implant therapy, the preparation of healthy teeth adjacent to the edentulous area can be avoided. An additional advantage to the implant restoration is the maintenance of the alveolar bone, which otherwise would undergo resorption with other restorative options, hence, often complicating aesthetics.

What's happening? What's happening in the real world? Are we comfortable enough placing implants in the mandibular anterior region? In spite of understanding both the disadvantages of conventional fixed bridgework and the advantages of implant restorations, we often make the treatment choice for missing mandibular incisors in favour of the bridge. Why is that? What hinders us from providing an implant option for patients in such cases? Restoring mandibular incisors with implants can be one of the most difficult dental treatments to perform due to the limited amount of bone and interdental space. Placing implants in...