If Traditional Marketing Is Dead - Is Social Media Next?

Rita Zamora looks at how not to lose your following

Social Media, told delegates that social media is not an option, it’s a requirement. Dr. Timimi has been quoted as saying, “This is not marketing; this is the right thing to do.”

Revisit your mindset

When the leaders in healthcare social media say that social media is not a marketing tool, what does this mean for your practice and your social media strategy? It may mean that we all need to revisit our mindset. It’s time to see social media more like communication tools and communities rather than marketing tools. Social media communities are two-way communication channels, not just one-way channels to push out marketing messages. Right?

If you have treated your Facebook and Twitter communities more like marketing and sales tools, the good news is you can change your mindset. It’s time for you to reevaluate your content mix."

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Y ears ago author and social media guru Gary Vaynerchuk said, “Once the marketers infiltrate Facebook, they will ruin it.” Many of us held hope that Facebook, unlike other media, would be different. Turns out it’s not. Just like radio, television and email, our beloved Facebook is getting ruined with the bombardment of unwanted messaging. What’s worse it’s messaging that we as consumers choose to receive.

Hostage

Since the beginning of media, consumers have been held hostage to marketing and advertising. Before the invention of the DVR and subscription radio, we were forced to listen to paid adverts in order to enjoy the benefit of viewing or listening to what we really wanted to hear and see.

For this reason, it’s easy to forget we have choices on what we opt to read and see on platforms such as Facebook and Twitter.

So, what does this mean for your practice? Note that fans that dislike the topics or frequency of your posts can easily un-like or hide you. While the ads in Facebook sidebars - and occasionally in newsfeeds - exist regardless, your followers still have total control over the majority of what they read and see on Facebook. This is why it’s so important for your Facebook community manager to be conscientious about what and how often they post.

An unfortunate trend occurring on Facebook is the alarming number of busy posts that are resorting to messaging that completely abandons their branding and core values. An example of this in dentistry is a high end aesthetic practice in one of the most exclusive areas of the world posting juvenile photos and a never-ending amount of nonsense “fun facts”. Now more than ever, it’s crucial to watch your content mix.

Rather we should look to industry leaders like the Mayo Clinic, one of the top hospitals in the US and regarded as pioneers in healthcare social media. The Mayo Clinic has never lost sight of their core values and they continue to succeed on Facebook. With over 125,000 fans, they have avoided the trap of over-posting and never have they resorted to posting things incongruent with their brand and values. In return Mayo Clinic enjoys a lively, high quality social community.

Lastly, a reminder to all of us that we have a choice on how many annoying images, rants, or disturbing or useless material we view on Facebook, Twitter, Instagram, and other social platforms. The people we interact with in real life and on Facebook. You and your practice can either contribute to the beneficial rich content being shared on social networks (and help social media thrive) or you can contribute to the noise at risk of being shut off. Which will you choose? Are you advantaged by what you both consume and post on social media?

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