Accelerate your message with Internet marketing

By Mary Kay Miller

Are you conquering the challenge of Internet marketing by driving new patients to your Web site to build your practice in a tough economic climate?

There is no better marketing tool to deliver your personal localized marketing message than the Internet platform. Prospective new patients are never more than a click or two away. Even though the economy is obviously affecting the buying decisions of consumers as a whole, discriminating new patients with disposable income are researching 24/7 on the Internet — and looking for you!

Today, tech-savvy audiences rely on their friends, family and the Internet to guide them through all the marketing clutter and noise found daily in newspaper ads, TV, radio and direct mailing promotions. Traditional marketing campaigns are no longer effective in a skeptical world that is immune to sales hype and broken promises found in outdated marketing formats.

Your niche target market, adult patients and parents ages 30–50, are the most overstressed generations to date. They look to the Internet as a quick-fix solution to gather and research information on products and services at their convenience.

The Internet has revolutionized marketing for the small business owner who is willing to venture outside his or her comfort zone and meet the challenge of the learning curve. The Internet not only delivers your message to prospective new patients at the exact time they are looking for you,

- it is less expensive than traditional marketing strategies of old, especially compared to yellow page ads and TV/radio promotions,
- it reaches a much larger local patient demographic than ever before — if set up correctly on the search engines with search engine optimization (SEO),
- it allows you to deliver your content, exactly the way you want it delivered, over and over again without additional cost,
- it is available 24/7, for the convenience of the consumer — whether you are working, sleeping, enjoying your family, playing golf or on vacation,
- Internet marketing tactics are much easier to change and update when keeping up with the latest trends,
- it levels the playing field of the competition. Size and experience level are no longer the deciding factor when driving new patients to contact your office.

PR no longer means “public relations” — it means “perception and reality.” Buying decisions by today’s consumers are based on emotion and their personal perception of who you are and what you are all about. Patients aren’t buying orthodontic treatment; they are buying orthodontic treatment providers. What is your niche target market?

For more information on Orthopreneur Marketing Solutions, stop by the booth, No. 1915, during the AAO Annual Session.

Now is the time to take personal responsibility for your PR campaign. Take advantage of the power of Internet marketing and meld your current internal and external marketing strategies under the umbrella of an SEO Web site. This includes the latest Web 2.0 Internet marketing tactics, blogging and other forms of social networking targeting your niche audience.

Whether you plan to implement your Internet marketing plan yourself or outsource it to an Internet marketing service — you don’t know, what you don’t know, till you know it.

As an Internet marketing expert, specializing in SEO of your Web site and Web 2.0 Internet marketing strategies, my goal is to educate and train the orthodontic team, not only on how to set up a successful Internet marketing campaign but on solutions to build your practice as well — even during tough economic times.

“It’s not the big that eat the small ... It’s the fast that eat the slow.”

– Jason Jennings

Stake your claim in Internet marketing real estate now to attract new patients, deliver your personalized message and accelerate growth of your practice for the future.

About the author

Mary Kay Miller of Orthopreneur Marketing Solutions is an Internet marketing coach specializing in SEO (search engine optimization) and Web 2.0 Internet Marketing solutions to build your practice. With more than 50 years experience in orthodontic marketing and practice management and 10 years in Internet marketing, she has mastered the attitudes, skills and knowledge necessary to take your practice to the next level. Access her free marketing e-Guide, “Marketing Your Practice Through Different Eyes,” at www.orthopreneur.com. You may contact her by e-mail at marykay@orthopreneur.com or call toll-free (877) 295-5614 for a complimentary demographic evaluation of your Web site.