5 tips to promote your practice on YouTube

By Mary Kay Miller

Video is the most powerful Internet tool available today to market your practice. With the rise of YouTube and other video sites, any size practice can take advantage of video as an Internet marketing tactic to deliver your own personal PR message about who you are and what you are all about.

YouTube has the largest audience of all the video sites and will give you the most leverage. More than 100 million viewers watch video on YouTube every month.

Engage and educate prospective new patients with video as well as keep your current patients up to date on office events and instructions to enhance their treatment experience.

Video will also increase your exposure and page ranking on the search engines through SEO (search engine optimization), if promoted correctly.

• **Brand your video:** Use a video to push your practice brand, just as you would on TV, radio or in newspaper ads. Online videos are better at promoting brand awareness than traditional TV commercials. Why? Because online viewers are searching for treatment options and dental services at the exact moment they are watching your video. They are high-qualified, targeted viewers.

• **Promote your services:** Discuss individual products such as Invisalign®, SureSmile® and the Damon System®. Describe the features and benefits of the product, while educating and entertaining to create an emotional response. Brand your video correctly to link back to your own Web site. Always include an intro and exit slide with your logo and practice information throughout the video to direct prospects to your Web site or to have them contact your office to schedule a new patient exam.

• **Promote treatment expertise:** Create short video from before and after photographs of beautiful smiles and narrate a script describing the benefits of treatment. In today’s skeptical society, consumers want verifiable proof of treatment expertise. Videotaping frequently asked questions also can be a very powerful tool to promote your expert knowledge and skills.

• **Treatement:** Put new patients at ease before they enter your office by videotaping the most common treatment procedures or walk them through the new patient process in your office. Dehandling, placement of brackets and how to remove an arch wire are good examples of video content. Oral hygiene, placing elastics, what to do in an emergency and wearing retainers make great instructional video. Drive patients to your Web site to view the video. Content is delivered exactly the way you want it, 24/7, day in and day out. Not only is this informative, it helps improve your video ranking on Google and your Web site ranking with SEO.

Whether you outsource video services to a professional or produce it yourself, it is critical your video is set up correctly to be found on the search engines.

Video doesn’t work as a marketing tool if patients can’t find it. You don’t know what you don’t know until you know it.

Consult with an Internet marketing expert to maximize your video marketing efforts if unsure on how to proceed.

Mary Kay Miller is offering a six-part series of Internet marketing Webinars, geared toward helping you discover what you need to know to get your dental Web site working correctly on Google and help you build your practice for the future on the Internet. Each module is offered live and is interactive, as well as recorded and archived for review.

Take advantage of this opportunity to improve your Internet presence with your current Web site and Web 2.0 marketing strategies while earning ADA/CERP credits. Register for the live broadcast on Aug. 6 of Part 6, “YouTube ... The Video Granddaddy of Social Media,” by logging onto www.DTStudyClub.com and clicking on Online Courses.

**Office tour:** New patients gravitate toward office tours. Studies show it is one of the first tabs a patient will click on in your Web site. Create video that promotes you and your current Web site as warm and friendly. Script a brief overview on who you are and what you are all about. Highlight individual services, amenities and the benefits of treatment to engage your audience. It’s all about them, not you.

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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 30 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) 295-5611 for a complimentary demographic evaluation of your Web site.