REACH YOUR PEAK

Marketing for Dentists

by

Max Vullhorst
Ways to Attract New Patients to Your Practice.

Basic Philosophy

From a marketing perspective, a dental practice is no different to any other business type. Every business with a front door needs people walking through. Without people buying goods or services there can be no business.

People walking through the door of a dental practice are “Patients” and outside the health sector “Customers” or “Clients”. Beyond that there is no difference as far as marketing is concerned. Regardless of their label they are “The Target Audience”

But we should never forget, that behind the clinical term “Target Audience “are real people. People with emotions, compassion, opinions, fears, preferences, likes and dislikes, pre conceived ideas, small or big problems. People with little money and people who are more affluent. If we are unable to reach out to people and failing to connect with at least some of those emotions, then the message of our marketing has not been heard and will not achieve its full objective.

There is also this frequent use of the phrase “dental marketing” we hear and read about so often. It seems to imply that a dental practice requires a special and different kind of marketing. Different to the one used so successful for countless other businesses types and categories. To suggest that would be wrong.
Any successful marketing is based on:

Simplicity.

Finding the shortest and most direct route to the target audience.

The ability to create a true and authentic empathy with the audience.

The ability to deliver on the marketing promises.

The above points represent four of the most important elements of any professional and ethical consumer engagement strategy.

It is important to remember that “Patients”, “customers” or “clients”, share a common goal. They are all looking for a solution to their problems, needs or wants.

For that reason, the ultimate goal of marketing is to deliver on the brand promise, which is to solve the problems, offer solutions, address the needs and fulfill the wants of “patients”, “clients” or “consumers”

50% of all marketing works, the art is to know which 50%.

There is actually a lot of truth in this old joke. Everyone involved in marketing has access to the same tools. Everyone can use the same social media platforms to promote a business, product or service. Everyone can make use of email marketing, SMS messaging strategies, SEO or FB and Twitter advertising, just to name a few. Yet not everyone is equally successful in delivering top marketing results despite using the same cooking ingredients. Ask yourself, how can that be?
The answer is not difficult. The success lies in the mix and how all those tools are being used and interlinked with each other. That knowledge does not come with “User Instructions”

Every business needs marketing, and dental practices are no exception to that rule. There is no hard and fast rule how many new patients a practice has to see to achieve net growth. This depends on the type of practice the neighborhood surrounding the practice and also on the demographics of the population. There are factors which a practice has no control over. But there are things you can influence and can control. Like the “must do” list of things a practice must offer to have a chance of getting to those 20, 30, 40 or 50 new patients per month. And without a clear and decisive marketing plan nothing will happen.

Analysis

Take a few moments to analyze your practice.

Use the SWOT formula. SWOT stands for Strength, Weakness, Opportunities, Threat.

- **Strengths**: What makes my practice different? How can I make my practice different? Try and find out everything you can use to differentiate yourself from your competitor.

- **Weaknesses**: In case you had some unhappy patients, what was it they have been unhappy about? Now is the time to be brutally honest otherwise you won’t be able to implement the changes required.

- **Opportunities**: From which area of your practice could the growth come from? Rest assured there is always something which can be done.

- **Threats**: Is there anything which could jeopardize your progress?
Summary:

As soon as you have a clear idea and you think you know where your practice is positioned at this moment in time, you can start thinking about selecting marketing options which you feel are suitable for your dental practice.

Examples

We list just two proven tried and tested marketing examples

#1 Patient Referral Bonus System

Some dentists tell us they achieved a growth rate for new patients of 50% - 70% using this formula. Those figures are difficult to apply across the board. Each practice is different. What we can say is that a referral system works and it does deliver new patients.

The success of such a system depends ultimately on how it is set up and then implemented and followed through come what may. The type of incentives and how they are set up and offered also plays major roles.

#2 Best Audience Are Most Likely Women

Did you know, that women are responsible for more than 90% of all the dental treatment buying decisions? Women are the powerhouse patients who make nearly all informed healthcare decisions for their husbands and kids. They are also the influencers for their mothers and fathers depending on their ages.

This is a particular interesting aspect and it shows yet another way and opportunity of how you could increase production. One thing you have to think about in great detail and take very seriously is how you deliver your marketing message to women.

Women make purchasing decisions in different ways using different criteria to men. We can create and deliver the right message that will be heard by your female audience. In addition deep demographic targeting helps us to reach the most relevant audience amongst women.

We have tons of concepts and ideas and tailor them exactly to the requirements of your dental practice. More Info? max@marketinglights.com