

Smile brighter: unleashing the power of dental marketing strategies

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As the CEO of our prestigious organisation, I would like to discuss a matter that concerns me. As a former marketing specialist, I have observed that many of our members are not maximising the effectiveness of their marketing strategy. To this end, I have created a list of marketing methods that members might use to boost their efforts. This list is not exhaustive, but I hope it will provide our members with great insights and actionable advice that will help them thrive in their marketing initiatives.

Let's investigate these tactics together and uncover the maximum marketing potential for the success of our members. We can elevate our association to new heights if we work together! So, let's examine 16 effective marketing methods that can revolutionise your dental practice. It's time to begin this road to higher marketing success.

1. Pay-per-click (PPC) advertising should be utilised. Consider using targeted PPC campaigns, such as Google AdWords, to target specific keywords and demographics and increase website traffic. Establish a budget in line with your marketing objectives and regularly evaluate and improve your PPC ads to maximise your return on investment.
2. Build original, keyword-optimised content for your website and blog. Generate original, keyword-optimised content for your website and blog to deliver relevant information to your patients and promote yourself as an industry thought leader. Promote your content using social media within the ethical guidelines and email campaigns to engage your audience (patients who have consented to their receipt) and increase website traffic.
3. Provide unique promotions and incentives. Offer unique promotions and incentives, such as teeth whitening or free consultations for new customers, to encourage prospective patients to choose your dental clinic over the competition. To generate buzz and attract new patients, publicise these deals on your website and social media pages, and via email campaigns to your patients.
4. Use social media marketing. Use social media channels such as Facebook, Instagram and LinkedIn to communicate with your audience and connect with your local community. Provide compelling information, such as informative films, and connect with your followers to establish rapport and brand loyalty.
5. Establish online reservations and telehealth. Provide online scheduling and telehealth services to provide patients with flexibility and convenience. Let people schedule appointments, fill out forms and engage in virtual consultations online. To attract tech-savvy patients who prefer digital solutions, promote these services on your website and through email marketing.
6. Engage in neighbourhood activities and sponsorships. To boost your visibility and brand recognition in the community, participate in local events such as health fairs.
7. Employ online reputation management. Control your online reputation by monitoring and replying to reviews on Google, Yelp and social media networks. Reply professionally and immediately to both positive and negative evaluations, and use feedback to enhance your services. To construct a positive online reputation, encourage satisfied patients to provide reviews and testimonials.
8. Establish rapport with referral partners. Create partnerships with area physicians, paediatricians, orthodontists and other healthcare providers who can send patients to your dental office. Supply them with educational materials and conduct collaborative promotions and build a referral programme to produce a consistent stream of new patients through referral incentives.
9. Implement chatbots and artificial intelligence. Use chatbots and other AI-powered technology on your website and social media platforms to give immediate customer service, answer commonly asked questions and arrange appointments. This can enhance the patient experience and expedite communication, resulting in higher patient loyalty and satisfaction.
10. Provide programmes for patient education. To educate your patients on dental health, preventive care and treatment options, provide patient education programmes such as seminars, workshops and webinars. Provide informative content on your website and through social media and email campaigns to your patients, and encourage patients to join in your initiatives to cultivate trust and brand loyalty.
11. Employ video marketing. Produce and distribute informative and interesting films on your website to educate patients about dental procedures, and highlight your dental office. Videos can be an effective medium for showcasing your dental business and engaging your audience. Make informative and artistically appealing videos that showcase your services, introduce your team and give oral health education. Share these films on your website to boost your online presence and attract potential patients.
12. Using live chat on your website can significantly enhance the patient experience and boost conversions. Patients can quickly submit inquiries, make appointments and receive prompt support from your staff. Ensure that skilled personnel are accessible to answer swiftly live chat enquiries and to deliver outstanding customer support.
13. Benefit from influencer marketing. Collaboration with influencers in your local community or dentistry specialisation will help you reach a larger audience and establish a reputation. Find influential individuals

whose beliefs fit with those of your business and who have a substantial following. This can help you tap into their audience and increase your practice's visibility.

14. Provide exclusive promotions and incentives. Develop unique incentives and promotions to attract new patients and encourage return visits. Provide discounts on particular services to generate a sense of urgency and inspire patients to take action; promote these promos via your website, social media and email campaigns to your patients.
15. Provide telehealth services. Include telehealth services in your practice to accommodate patients who prefer virtual consultations or have limited mobility. For specific dental services, provide virtual consultations, online appointment scheduling and virtual follow-ups. To attract patients who value the ease and adaptability of virtual care, promote these telehealth services on your website and through your marketing channels.
16. Deliver a great patient experience. The total patient experience at your dental clinic is essential for referrals from satisfied patients and repeat business. Concentrate on offering great customer service, establishing a friendly and comfortable atmosphere

and leveraging current technologies to expedite patient encounters. Teach your team to be personable, competent and sensitive to patient demands, and continually monitor and enhance the patient experience to surpass their expectations.

In conclusion, marketing dental practices in 2023 will necessitate a smart and multifaceted approach that blends digital marketing methods, community participation and exceptional patient experience. You can effectively market your dental practice and attract new patients in 2023 and beyond by using various marketing strategies, optimising your online presence, showcasing patient testimonials, utilising social media, offering special promotions, hosting community events, providing telehealth services and prioritising patient experience. Remember to analyse and adjust your marketing efforts regularly to accommodate shifting patient needs and market trends. To ensure the long-term success of your dental office, you must always place a premium on giving value to your patients and establishing trust and credibility in your local community.

Good luck!

