

THRIVING, NOT JUST SURVIVING

Dental Marketing, even if you are happy with your current patient volumes, can't succeed without a planned brand strategy to keep your brand at the forefront of people's minds. Think of all the reasons someone might decide to switch providers: changes in the type of healthcare insurance, relocation, dissatisfaction with wait times, or just one negative experience experienced personally or reading a negative review online.

All practices are experiencing more competition than ever. You can see new practices coming into the area as well as an incredible amount of ad spend from others in your region especially corporate dentistry. Patient volumes are not guaranteed – competition is.

The goal is to share the differentiator between your practice and any perceived competition and reach your targeted markets by humanizing care. This happens when you demonstrate who you are and 'why' you do what you do through more intentional communication, staff and patient stories, and community connection. Through new marketing strategies, staff training on brand, the use of social media and storytelling, your practice can become the lead subject matter expert in your region.

Brand Definition, Personal and Corporate

Strong healthcare brands control their own destinies: It is vital to continuously identify a differentiating competitive position, and market it to both internal and external audiences. The goal is to ensure everyone knows and delivers on the expectations of their brand.

Under the brand umbrella, we will discuss:

- Why corporate brand matters especially when many practice are battling corporate brands
- Personal Brand, why is it important? Why does it matter to your teams?
- What Distinguishes a Personal Brand?
 - Presence, communication, greetings, consistency, image, emotional intelligence etc.
 - How to build the personal brand of those in your office and why it matters
- Development of a Personal and Professional 'Why'
 - Why it matters and how to share it
- Training staff on the brand promise
 - A clear brand position aligns the entire staff. They understand their part in the practice mission, expected behavior and the common goals that help the organization deliver a positive, consistent patient experience. The "WHY."
- Marketing plans
 - What, how, and why of creating and implementing a plan
 - Strategic branding initiatives
- Storytelling (Communicate often and strategically to all demographics – one message does not fit all)
 - Context posts versus general content – one post does not fit all
- Establish practice differentiators
 - How to market those in storytelling – sharing value versus selling
- Crush competition (Corporate dentistry etc.)

- Why are you the best choice?
- Community outreach
- Visual brand goals and updates for 2025 (Most practices are still marketing for 2012 or earlier)
- Advertising
 - Digital and traditional
 - What, how and why
- The best practices of social media (Any and all platforms can be discussed)
 - Posts, platforms, frequency, ads, stories, video blogs, blogs, engagement
 - The 'how-to' – choosing a team to help, or training your teams to know how to help
- Website marketing
 - Best practices for 2025 in your industry
- Online Reviews: How patients find dentists is growing increasingly through social media reviews.
 - 72% of patients in 2019 used online reviews as their first step in finding a new doctor
 - 88% trust online reviews as much as a personal recommendation
 - 48% would go out of their insurance network for a doctor with great reviews