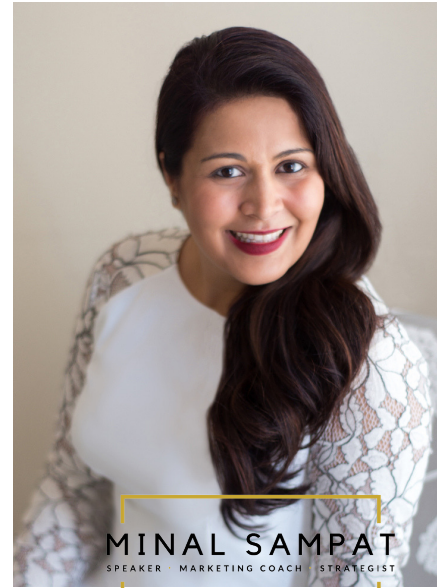




WHY YOUR DENTAL MARKETING IS NOT WORKING

40 MARKETING TIPS IN 40 MINUTES

Webinar with Laura Hatch and Minal Sampat



- 1 You don't have a specific target audience.
- 2 You're not handling your phones well or training your team on how to handle new patient calls.
- 3 You're not informing your team and client base of your current marketing campaigns.
- 4 Your phones are not getting answered. Are your phones being answered on Friday? Are your phones being answered over lunch?
- 5 Are you telling your current patients about your marketing campaigns? Your current patients are your number one source of new patients and it's so very important to include them in on what you're currently marketing.
- 6 Your team is not taking control of phone calls and having insurance conversations first.
- 7 Are you tracking your referral sources to find out which marketing platforms are really working, then removing the marketing that is not working?
- 8 You are not doing repetitive marketing and putting all your marketing money into one thing.
- 9 You don't know your marketing expense.
- 10 Stop using stock images.

11	You don't know your monthly marketing costs
12	Stop using scary dental pictures.
13	You are not following the marketing trends of slow and busy months.
14	Stop offering too many specials.
15	Are you focusing on only one marketing outlet, instead of creating a cohesive plan?
16	Are you including a call to action on all your marketing assets?
17	There is not a designated marketing person inside your practice.
18	You are not informing new patients you are "accepting new patients" with notice on all marketing materials.
19	You are thinking of marketing from your point of view and NOT your patient's point of view.
20	When patients call the office, your team leads directly into the insurance conversation.
21	There is no organization to implementing your marketing ideas.
22	Your practice is not easily accessible to patients, has limited office hours and appointment availability.
23	You are not paying attention to your messaging and online reviews.
24	Does your practice do anything special to stand out from the crowd?
25	Do you have a monthly and yearly marketing plan?
26	Is your culture welcoming?
27	Are you only focusing on acquiring new patients and not appreciating your current patients?
28	Your online reviews are not in good standing.

29	You are not replying to online reviews.
30	You do not have recent online reviews or regular reviews.
31	You are trying to be on too many social media platforms without mastering any one of them.
32	Your website content is out-of-date and does not look fresh.
33	You are trying to replicate competitor marketing just because your competition is doing it.
34	Your team is not equipped with the tools (or incentives) to help improve your online reviews.
35	Posting on social media without creating great content.
36	Your team is not answering the phone with a smile.
37	You're not leveraging your social media platform properly. (Look at the platform and see what's working, then include this type of content in your content strategy and leverage it!)
38	You are not tracking every potential new patient phone call that's coming in - every phone call that comes is a potential new patient and we need to be tracking these calls!
39	You are not maximizing the use of the systems you have inside your practice.
40	You need to have the right systems in place and continually train your team to offer your patients an amazing customer experience.

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