

A FREE eBook

10 Digital Marketing Strategies for Dental Practices

Unlock Limitless Potential with Digital Marketing



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Unlock Limitless Potential with Digital Marketing

Unlock Limitless Smiles: Ignite Growth with Digital Marketing for Dental Practices!

While your primary focus as a dentist is to provide excellent dental services, it's essential to understand the significance of digital marketing in today's digital era. Traditional methods such as word of mouth are no longer enough to attract new patients to your dental practice. Being aware of the latest digital marketing strategies is crucial for giving your practice a competitive edge so you can maximise your patient base.

To help you achieve this, we've compiled a guide that highlights the 10 most effective dental marketing strategies that you can use to boost your practice's growth in this new age of digitalisation. By implementing these proven techniques, you can reach out to your target audience and attract new patients to your clinic.

Sapan Modi

Digital Marketing Director, 23 Digital

20%

Reduce your marketing spend by at least 20%

25+

Minimum guarantee of 25 New Patients/Month

50+

More than 50 Dentists On Patient Booking Promise



Branding

"A brand is a person's perception of a product, service, experience or organisation"

Establishing a brand identity for your practice allows you to set yourself apart from your competitors and create a distinctive experience that your patients will immediately recognise when interacting with you.

It's important to maintain consistent branding across all channels of interaction, including website, blog, email and social media platforms such as Facebook and Twitter, as well as any new technologies that may emerge in the future.

Creating a successful brand presence requires a long-term strategy that's specifically tailored to your practice's needs and objectives. It's important to understand that your brand goes beyond just your product, logo, website or name; it also encompasses the emotional connection you make with your patients.

A well-defined brand identity should be the foundation of any thriving practice, offering a way to distinguish yourself from others in your industry.

Create a Strong Dental Brand

Create a Strong Dental Brand with 23 Digital! Book an Obligation-Free Consultation Today! Click below or Call Us on **1300 233 444**

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Chapter 02

Social Media

"Focus on the patient's needs, not your own"

Posting amazing photos on social media isn't enough to establish a strong online presence for your practice. Your aim should be to build a relationship with your patients through regular and responsive interactions on social media platforms. Maintaining transparency and consistency in your branding efforts can also help establish trust with your patients.

In essence, your social media presence should be an extension of your brand, and it's important to let your patients know who you are as a dentist and as a person. This can attract a diverse range of clients, including celebrities and influencers with millions of followers.

These days, trust can be established quickly through social media, and influencers can help spread the word about your practice to their followers.

If you have any patients who are influencers, ask if they're happy to take a photo with you. Remember to make the experience about them, not you. By leveraging the power of social media to build relationships and establish trust, you can attract new patients and grow your practice.



Chapter 03

Search Engine Optimisation (SEO)

"Having a website without performing SEO is equivalent to having business cards and leaving them locked away in a storage room."

In today's world, content has become the new currency. The right content can capture your target audience's attention and encourage them to interact. With great content that incorporates SEO-friendly keywords, you can boost your practice's visibility when people search for services or specific keywords. This can help your website rank higher on search engine results pages, including Google, Bing, Yahoo and others.

Search engine optimisation is an essential tool to attract the right audience, namely patients who are ready to commit to treatment. It's important to understand that these are not just individuals who are interested in dentistry, like those targeted by Facebook ads.

To create content enriched with SEO-friendly keywords, it's best to engage with a professional digital marketing agency, as not everyone has the expertise required to produce high-quality content.

Local listings are a crucial aspect of SEO, so it's important to claim your Google My Business (GMB) profile and keep it up to date with accurate information about your practice.

Local listings are a crucial aspect of SEO, so it's important to claim your Google My Business (GMB) profile and keep it up to date with accurate information about your practice. In fact, your GMB profile is seen three times more often than your actual website, making it a crucial part of your online presence. Make sure to include up-to-date contact information, attractive pictures, special offers and hours of operation on your GMB profile.

By doing so, you can create a central hub of information about your practice that patients can easily access.

Unlock the full potential of your dental practice with strategic SEO that brings more smiles to your website.



Chapter 04

Reviews

"The new digital word of mouth"

When asking patients where they found your practice, you'll likely hear "I found you online, your Google reviews were great!" or "someone recommended you". Reviews have become the modern-day word of mouth. Most people read reviews before trying out a new place, whether it's the best Italian restaurant in town or a dental clinic. Positive reviews are a significant factor in driving people towards your business, as they translate into excellent service.

Remember, most people read reviews before going somewhere – and it's likely that you do, too!

The best part? Positive reviews aren't limited to a specific geographic area. By delivering quality service with a focus on patient satisfaction, you can generate positive reviews that set you apart from other dental clinics even beyond your local area.

Receiving a negative review can have a significant impact on your practice. It's crucial to provide excellent service and monitor your reviews regularly. Don't be afraid to ask for feedback and implement a proactive strategy. Asking for reviews can help you get more positive feedback, as people may not think to leave a review on their own. When asking for a review, emphasise your commitment to providing the best service possible and let them know how much you appreciate their feedback.

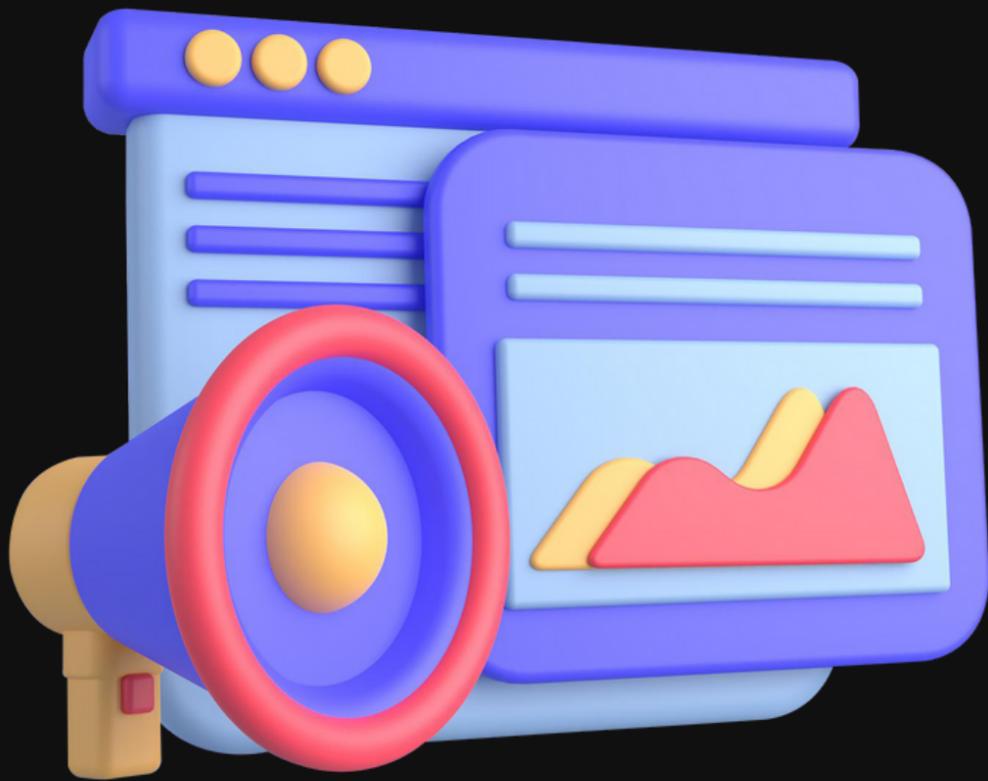
Ask for Review

Harness the Power of Patient Feedback: Encourage Reviews on Google!

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05

Chapter 05

Google Ads (PPC)

"Leverage the Power of Google Ads for Your Dental Practice and Experience Remarkable Business Growth!"

Pay-per-click or PPC is a form of online advertising where advertisers pay each time someone clicks on their ad. One of the most popular PPC platforms is Google Ads, which uses a bidding system to display ads to users searching for specific keywords or phrases.

Google is the largest search engine in the world, so using Google Ads to promote your practice can be incredibly beneficial. With Google Ads, you can create targeted ads that reach your ideal audience. The best part is that you only pay when someone clicks on your ad and visits your website or contacts you.

"If your ad is compelling and catches the person's attention searching for a specific keyword or treatment, they will most likely turn into a patient enquiry"

When it comes to Google Ads, it's crucial to keep track of your budget and your practice's KPIs (key performance indicators) to ensure a successful campaign. While conversions are important, you'll also need to measure physical KPIs such as incoming patients to your office to track your real return on investment.

Google Ads differs from SEO (search engine optimisation) in that PPC ads appear at the top of search engine results, making them more visible to users. If your ad is well-crafted and catches the attention of someone searching for a particular keyword or treatment, it can be a very effective way to attract new patients to your practice.



06

Chapter 06

Video Marketing

"Always prioritise the quality of content that you publish, as it directly impacts your reputation"

Using social media platforms like YouTube, Facebook, Instagram and TikTok is invaluable for connecting with your target audience.

By creating simple educational videos that speak directly to your patients, you can build trust and showcase your expertise, reassuring them that they should come to you for specific procedures. Visitors can also get to know you before visiting your clinic, making them feel more comfortable when they finally meet you in person.

Optimising your channel with the right titles, descriptions and tags can help grow your channel and yield great results. Testimonial videos from your patients can further enhance your credibility and help establish trust with new visitors.

In the long run, if your videos generate significant traffic, you can even monetise your channel and earn additional income from YouTube. This can help you boost your marketing without increasing your overhead costs. However, this approach may only be suitable for dentists who can commit enough time to becoming an influencer. Remember, creating high-quality content should always be the priority.

However, this approach may only be suitable for doctors who can commit their time and become influencers. Remember, creating high-quality content should always be the priority.

Finally, creating videos can also enhance your website's SEO. If you're already investing in search engine optimisation, incorporating video marketing into your strategy can be an effective way to further boost your online presence and attract organic local traffic.

By optimising your video titles, descriptions and tags with relevant keywords and phrases, you can increase the chances of your videos appearing in search results and ultimately drive more traffic to your website.

Lights, Camera, Smiles: Captivate Your Audience with Video Marketing.



07

Chapter 07

Lead Nurturing

"Reach and nurture your audience where they are – on multiple channels – rather than just connecting through email or phone"

Having a strong lead nurturing strategy in place can significantly enhance the outcomes of your inbound marketing strategy, improve customer loyalty and retention, and increase revenue.

Effective lead nurturing strategies play a crucial role in the success of your business, as they directly influence a customer's decision to convert into paying customers. Targeted content, multi-channel nurturing, multiple touches, timely follow-ups and personalisation are just some of the ways you can nurture leads.

By implementing effective lead nurturing strategies, dental practices can gain an advantage over their competition and increase their chances of converting potential patients.

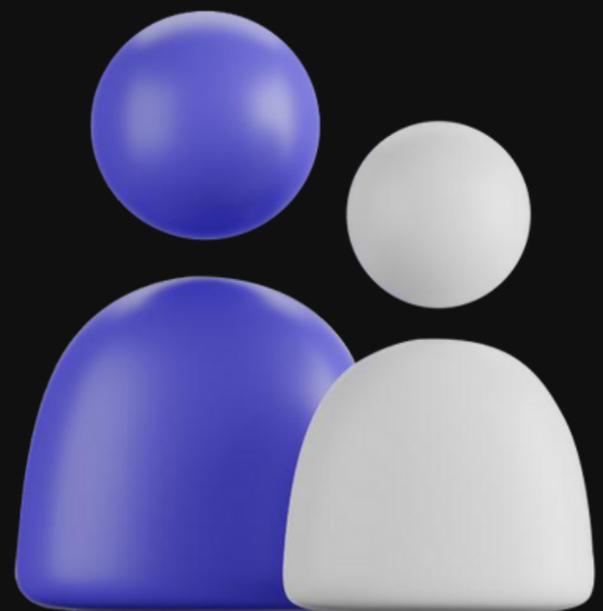
Effective multi-channel lead nurturing most commonly involves a combination of marketing automation, email marketing, social media, paid retargeting, dynamic website content and direct sales outreach. Because there are so many tactics involved, to execute this properly, you really need to ensure that your sales and marketing teams are well aligned and working cohesively.

Patient Nurturing Unleashed

Unlock the Power of Effective Multi-Channel Lead Nurturing!

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08

Chapter 08

Conversion Driven Website

"Buttons are more visually appealing and can stand out more on a webpage, making them easier to spot and click"

Optimising your website with a conversion-driven design is crucial. Conversion rate refers to the percentage of website visitors who take a specific action on your site, such as making a purchase, calling your clinic or filling out a form.

In the case of a dental practice, the desired conversion would be getting people to schedule an appointment or make an enquiry. Having a website that's designed to drive conversions is essential for the success of your practice.

To maximise conversion rates on your website, make it easy to navigate, and try to present information in an organised way. Including real images can also attract more visitors, as pictures speak volumes. Videos can be highly effective conversion tools, so consider including them on your site. Relevant keywords should be incorporated into the content to improve search engine optimisation and assist with your PPC campaigns.

Your website should also be mobile-optimised and prominently display a "call" button on the landing page for quick access. Take age into consideration when designing your website; while younger users may recognise a phone icon as a call button, older users may prefer a clickable phone number. Be thorough and creative in your approach to website design.

Improve your website Conversion

Elevate Your Online Presence with
Conversion-Driven Design!

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09

Chapter 09

Extended Services (Allied Marketing)

More appealing and cost-effective for clients

To enhance your business growth, consider expanding your services beyond traditional dentistry by collaborating with other businesses. Offering package deals can be more appealing and cost-effective for clients.

For instance, you could partner with reliable companies that specialise in fields such as plastic surgery, eyebrow microblading and dermatology to complement your services.

Networking with other health and aesthetics professionals can be beneficial, especially when they offer services that are also related to the face. Bundled services can often sell better than individual ones. For instance, in addition to positioning yourself as a leading cosmetic dentist in your area that provides Invisalign and All on 4 implants, you can also offer extended services that make your practice stand out from the competition.

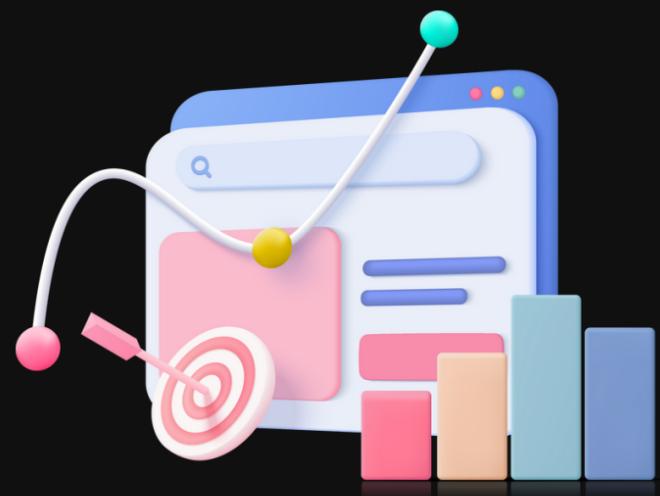
The best part about offering extended services is that all the patients from the other company will know about you right away, and vice-versa. It's a win/win situation. If you happen to promote your services, you can also split the costs 50/50 and maximise your marketing budget. Ultimately, offering additional services can be a great way to enhance your practice.

Be a Leader in your industry

Position Yourself as the Leading Cosmetic Dentist: Elevate Your Practice with Additional Services!

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Chapter 10

Remarketing

Transform Your PPC Campaign with Remarketing Ads Powered by Google Ads! Unlock the Full Potential of Remarketing and Drive Results with targeted remarketing campaign.

Dental remarketing works through pay-per-click advertisements. If you already have a PPC campaign in place, you're probably marketing to a wide audience. That means your ads are currently being shown to prospects and non-prospects alike. But if you change your PPC campaign to show remarketing ads, you'll only target those who have landed on your site.

This means your clicks will decrease, less of your budget will be used and your ROI will be potentially higher.

This powerful marketing technique also allows you to promote services that might not be getting very much attention. Let's say someone lands on your orthodontics page.

The general thinking is that this person must need braces. Wouldn't it be great if you could use a remarketing ad that pointed people to your Invisalign page? Or maybe you'd like to push your cosmetic dentistry smile makeovers page. The possibilities are endless.

To discover the power of dental remarketing for attracting new patients, book an obligation-free consultation with 23 Digital.

Re-target Your Dental Website

Unleash the Power of Remarketing: Understand Your Audience and Boost Your Website with Our Remarketing Services.

Book an Obligation-Free Consultation Today! Click below or Call Us on **1300 233 444**

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How Can 23 Digital Help?

Trying to understand digital marketing tactics, SEO, PPC, KPIs and ROI can be quite overwhelming. But there's a pain-free solution: hiring 23 Digital to handle the marketing for your dental practice.

With extensive experience in managing marketing campaigns for over 20 dental practices, 23 Digital can be a valuable asset to your clinic. We can handle all aspects of your marketing, including developing successful campaigns, tracking and improvement, and providing valuable feedback and insights to help enhance your marketing efforts.

By working with us, you can take a load off your shoulders and have more time to focus on other important aspects of your dental practice.

If you want to put a campaign into place, book an obligation-free consultation today. Click on [Schedule a Call](#) Or call us on 1300 233 44

Thank!
You!



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