

The *Ultimate* Dental Marketing *Web*

PLAN



By Ken Newhouse

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PLAN

IS Simple

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Think inbound

because dental marketing works differently now.

Push is out. Pull is in.

Traditional "outbound" dental marketing tactics that dominated the pre Google world are now alarmingly ineffective. We all have the power to filter out advertising and we're not afraid to use it.

The prospective patient is in control. The communications process begins if and when the prospect wants. Without advertising. Without phone calls. Without you.

Instead of pushing out messages via paid media, to reach your ideal new patient prospects, you must put the power of content marketing, search, and social media to work.

The relationship with you and your dental practice begins there.

To be an effective marketer of your practice, you have to do a complete 180. The strategy is to pull people to your website with magnetic content.

You must think "inbound."



Define objectives

by beginning with the end in mind.

"Our online marketing isn't working."

The great thing about dental web marketing is how easy it is to measure results.

So if you say the marketing program isn't working, it's only a valid assessment if you've defined what "working" actually means. Your dental marketing team must agree on the program's objective. Objectives differ from practice to practice, site to site, and program to program.

But generally speaking the goal is to generate quality new patient appointments, improved case acceptance and increased retention.

Are you aiming to expand into a new niche of patients? Improve word of mouth or increase the number of quality Joint Venture relationships?

You're going to experience failure and success. Internet marketing is forever experimental. You know what you need to conduct a meaningful experiment, right? You need an outcome.



Create a sharp website

to power your dental marketing machine online.

Getting your ideal new patient prospects to visit and read your website is far too small a goal. It needs to produce a scheduled appointment. When visitors come and go, the site hasn't performed the way it should.

To be effective marketing your practice online you must realize that it's time to ditch the pitch. It's not effective to preach. Your job is to teach. Must-have elements of an effective website include:

- *A home page that immediately engages visitors.*
- *An easy to use content management system to power a frequently updated, strategic blog.*
- *Simple navigation and clear directions.*
- *Valuable, free offers that do not require any risk or commitment.*
- *Streamlined landing pages to collect contact information.*
- *Interactive features for commenting, asking questions, and sharing content.*

The list of best practices is substantial. Don't cut corners on your practice website by hiring a vendor who uses a cookie-cutter format. Hire top-notch professionals to make it a hard-working machine and keep it running strong.

We need to stop interrupting
what people are
interested in
and be what
people are
interested in.

Offer content

prospective new patients online are looking for.

Be A Good Helper.

In the information age, your prospective new patients (*like everyone - including you*) seek information. There's no question, they'll find it—fast. The question is, will it be your information?

This is content marketing.

It's not new. What's new is the dynamic at work. Those shopping for content won't be calling your office, emailing you requests or putting forth any effort whatsoever. They'll merely be clicking on a link.

Want to win them as new patients? That link needs to lead to your website. There's one way to get in the game: create mighty fine content. Develop and promote information assets.

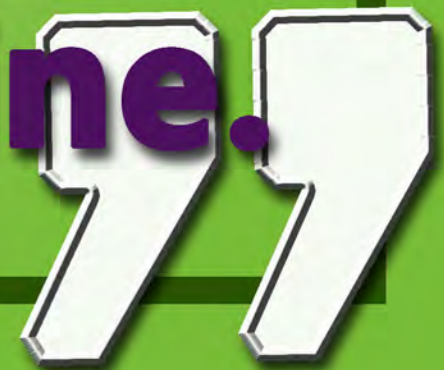
Offer helpful content. Make it informative. Valuable. And free.





The movie theatre, radio, entertainment, bookstore, mall mailbox, television, bookstore, photo album and newspaper are all at the end of your fingertips.

People Now Live Online.



Project your personality

to identify who you are and who should care.

Are There Any Dentist Websites Out There That Don't Suck?

Most of the prospective new patients that visit dental practice websites don't stick around long because most of them are dull... and User Onboarding (the experience the Visitor has) pretty much SUCKS.

You might be inclined to defend the lifeless pages of your website by saying that you're a "Dentist" and in a highly professional market, your prospective new patients are serious folk, your services aren't sold on emotion, your management is conservative, and so on. If you're approaching your dental marketing like that be prepared to start looking for an associate position in the near future... because you're dead wrong and you're going to get smoked financially.

There's no excuse for faceless websites. People do business with people. People they like.

Your site needs to be expressive. It should be fun. Give your website a heartbeat.

Give your visitors something to remember you by. Give them a reason to come back.

Above all, make certain your site highlights what your visitor cares about most: him/herself.



“**Keywords**
are the new
neon signs.”

Optimize with less obvious keywords

for greater success with each campaign.

It Only Takes One Page To Make A Big Difference

Welcome to the mysterious, magnificent, monumental world of search where an overwhelming percentage of online journeys begin.

You've surely noticed when you do a really broad one or two-word search you get millions, or even billions, of results. There are a mind-boggling number of pages you can click through. Yet you'll look at just one. On that one page are ten results (of the organic search variety).

In marketing your practice website, your success depends on showing up on page one, absolutely located in the top half (i.e., "above the fold")

To do so requires a solid grasp of what it takes to make search work for your practice. The winners carefully select keywords that have a worthwhile volume of search activity, but a relatively low level of competition.

The answers aren't obvious. So obviously, you need to employ the right tools and techniques. Make sure your dental marketing team includes a professional who has a dominant grasp of search-engine-marketing (SEM) with keywords.

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bl Become your market's best blogger

to improve your reputation and increase your authority.

Your Blog Will Generate MORE Traffic and MORE Quality New Patients

You really must have a blog for your practice to enjoy maximum success online. It's every bit as essential to your dental web marketing program as your practice website itself. It must be hosted at your domain (as opposed to say wordpress.com) and updated often.

The long list of benefits of maintaining a strong blogging presence include:

- Traffic—Dentists that blog generate far more new patients from their website.
- Influence—Creating articles about your area of expertise improves your reputation and establishes your authority.
- Engagement—Your blog is the ultimate channel to engage your prospective new patients, field questions and promote useful information exchanges.

The content you post should trace to your online marketing strategy at large. That is, its contents — including each page's URL, article title, copy, captions, tags, metadata, and call to action—should trace to your keyword strategy in support of your inbound marketing efforts.

It's also extremely important to provide subscription options including email and RSS feeds, encourage user comments and promote the sharing of your content with widgets to invoke easy access to social media services.



Create a content production

machine

to crank out truly remarkable content.

You're Going Into The Publishing Business

The Dentists who are most effective Dental Web Marketers are media makers.

Publishers. You'll need a Dental Marketing Assistant to consistently publish great content—no matter what size your practice may be. Even a Dentist practice will benefit greatly from calling on a variety of sources with different points of view.

If your practice has multiple Dentists and specialists within, familiarize everyone with your Dental Web Marketing plans and require every member of your team to contribute to your blog and various forms of content.

If you're a small practice, you'll want to add a Certified Dental Marketing Assistant to your content creation team. A Certified DMA will be skilled at writing and producing of different forms of media for your practice in the online arena.

Dental practices small or large should also seek guest contributors to their blogs.

Most authors, content creators and Dental Industry Experts will happily oblige to your requests to publish their content.

Curating content published elsewhere is also a viable strategy. These are win-win strategies for both parties. Your guests get additional exposure. You get useful content.



Stop buying media... *and create your own.*

blog posts

guest post

eBooks

white papers

checklists

curated pieces

interviews

how-to videos

demonstrations

webinars

presentations

surveys

infographics

collateral

events

apps

widgets

podcasts

industry reports

tweets

enewsletters

press releases

case studies

FAQs

testimonial video

community sites

magazine

learning series

games

microblogs

Retool and repurpose with more **media**

to reach MORE New Patient prospects.

You Want To Be Found All Over The Internet

New media is mysterious, but we know one thing: everyone surfs the web how they want to surf. Different tastes. Different devices. Different consumption habits.

For the Dental Web Marketer, this means to increase your chances of getting found, you have to make the rounds in every way possible way—across the spectrum of modern media.

You'll stand fast on the central themes of your content, but you won't stand still. To be effective, you'll repurpose your content by calling on various media tools and recycling your ideas in interesting ways.

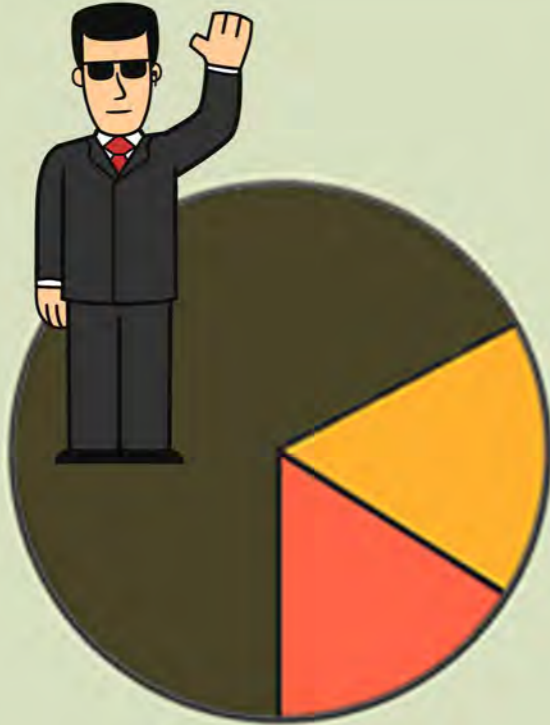
Thinking ahead will be infinitely valuable. You might create some big content piece of cornerstone content—like an eBook or webinar—but then the plan will include repurposing the ideas it contains.

Whatever's e-centric can become printed and vice-versa. Whatever's written might morph into a video, podcast or infographic.

The point is, to reach more of your 'ideal' new patient prospects, you must consider the unpredictable dynamics of modern media consumption and forge a plan to be as accessible as possible to the exact new patient prospects you're targeting for your practice.



Awesome news!



Inbound marketing produces 62% lower cost per new patient

Dentists that blog produce 55% more new patients from the web.

46% of Dentists have generated new patients because of their blogs.

Connect with social media



to expand your reach and influence.

You Learned To Share At An Early Age

Social media. It's not a trend. It's not a nuisance. It's not even a good name for what it is. It's how we share ideas now. We've forever been social creatures. But now what we have to say is documented and amplified like mad. A tweet could carry the power of a Super Bowl commercial.

It might be a Yelp review (good, bad and/or bogus). Could be a blog comment... a photo... an event update.

Whatever it may be, social media brings power to the people. Somewhere, somebody is going to consume your message and take it to heart.

So you need to take social media seriously.

You might start simple. Learn your way around LinkedIn, or SlideShare, Pinterest, Twitter, or Facebook.

However, in the online marketing game, your goal is to identify where your new patient prospects exchange information and engage them there.

You'll make more connections than you could possibly imagine and expand your reach and influence.

Social media will serve you well by expanding your ability to generate high-quality new patients from the Internet, increase your authority and strengthen your professional reputation.



audience • Expand your

by publishing content that links back home.

Your website is should be one in a billion.

The number of websites the world over is creeping toward a billion. Rest assured, that no matter how many qualified new patient prospects visit your website, sites belonging in to competitors in your market attract bigger crowds.

To effectively market your practice online, you need to build a bigger audience. So how do you do that?

You fold into your Dental Marketing Plan a plan for having other websites point to yours. How's that done? Content. Magnetic content.

If you have your content creation machine firing the way it should, you have the potential to make your practice web site a new patient magnet. This can be accomplished by having your Dental Marketing Assistant offer your content to prominent website owners (today's modern media publishers). Great examples of this might be Dentistry Today, Dentistry IQ and any number of the websites that rank well in the search results. If your stuff attracts eyeballs and offers links, the links will get clicked.

You'll generate traffic for the website hosting your content and you'll get MORE NP's. This is new media. New rules apply. Hyperlinks are hypercool.



offers Create compelling

to fill your pipeline with quality prospects.

Give Valuable Content Away... And Give It Away NOW!

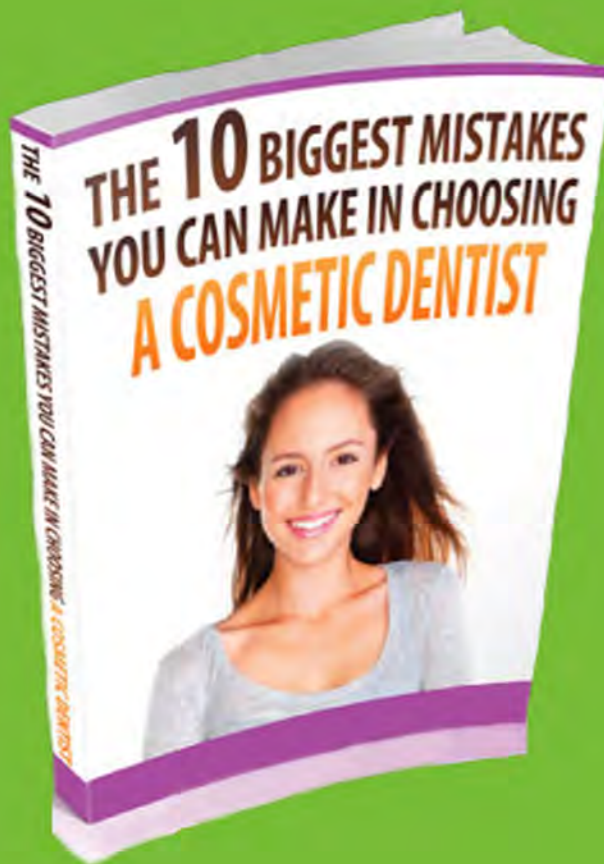
Though Dentists build websites and Dental Web Marketing programs with different objectives in mind, Dentists who market their practices online generally share a common goal. For starters... it's to find out who has visited your website.

When a visitor comes and goes without giving you their contact information, they did so because they didn't find enough value with your site and/or its content. When they leave without sharing their contact information you lose big time because there's absolutely no way that you can keep in touch with them.

To solve this problem you create compelling offers—free parting gifts. A small transaction will take place. Your prospect gets something of value: a report, eBook, subscription, demonstration, trial, or something like that. You get their contact information and the opportunity to send more information, maybe additional offers, when you choose.

This is a remarkably common approach because it works. If you want to get prospects to leave their contact information so that you can continue reaching out to them via email, direct mail, voice blast or other then you'll want to give away some valuable advice. Provide value for them and they'll happily give you what you want.

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More content...more prospects... More prospects...***MORE New Patients***

Websites that contain **51 to 100 pages** generate 48% more traffic and **2.5X MORE scheduled new patients** than those Dentist websites with less than 50 pages.

Dentists enjoy a **55% increase in quality new patient appointments** by increasing their number of targeted **landing pages** from 10 to 15.

Use no-frills landing pages

to collect more qualified new patient prospects.

Hello and goodbye.

Technically, a landing page is the page your visitor lands on after clicking one of your links on Google (or Bing or Yahoo!). Sounds simple enough doesn't it?

Best advice for landing pages you have... "Keep it that way."

The assumption here is the incoming click is a response to an offer you made.

Rather than have the information-seeking new patient prospect land in the lobby (otherwise known as your "already too busy" home page), you want to get right to business and give them what they came for. No musing or fussing.

The artwork, copy and every element of your landing page should quickly confirm the visitor is right where they ought to be. You've called for action and got it.

Now you want to reward the prospect with a quick and easy protocol.

So be careful what you ask for. Request what you need. Nothing more. Refrain from serving up menus or options of any kind. Lengthy forms and questionnaires will reduce your response rate.



Send smart email

to continually nurture the prospects in your funnel.

An Email Address Can Be Worth Thousands of \$\$\$

NEVER let any gung-ho Dental Marketer, practice manager and/or media salesperson tell you email is old school and no longer effective. If they do, fire them or don't buy what they're selling -- as they're a few bricks short in the intelligence department.

An email database is your goldmine. Mine it.

By granting you access to an email address, your prospective new patient is giving you permission to market to him or her. Of course, a prospect can opt-out just as easily as they opted-in, so be smart about your email program.

Refrain from heavy handed pitches and avoid sending a barrage of junk like copies of brochures... pictures of you or your equipment... information about your awards or where you went for training. They don't care... at all.

Put yourself in the mindset of the prospective patient. Think about the type of news, updates or offers you'd care to get, open, read, and act on. With a thoughtful plan and careful pace, email marketing delivers a wonderful way to nurture prospects and generate MORE quality new patients each month for your practice.. Don't waste this opportunity.

And remember the #1 Rule for every aspect of your Dental Marketing program... test, test and test again.

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Call to action

to show prospects how to become new patients.

People LOVE To Buy

Heard this one? "People don't like to be sold to, but they love to buy." They love to buy things... and love to pay for non-emergency dental care (i.e., aesthetic) for the EXACT SAME REASON... because of *how it makes them feel*.

Your challenge is to help them... and you do that first by getting them to schedule an appointment with you.

Let's be clear about something... this stuff we call inbound marketing or content marketing or Dental Web Marketing: it's marketing.

To be effective, you have to make a profit. So however much you want to present prospects with valuable educational information... in the end it's about getting paid. My philosophy is simple.... *"You're in business to make a profit... on purpose!"*

Your off-site content (SlideShare, Twitter, Facebook, Pinterest, etc.) should include a call to action that points prospects back to your site.... ALWAYS! And on your site, every page should include a call to action to move your prospect to the subsequent stage of scheduling an appointment.

It goes without saying that you want to gain the trust of your website visitors, but never forget, you want them to schedule an appointment with you and show up too.

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92%
of consumers say
they trust
recommendations
from friends
and family
above all other forms

Foster word-of-mouth

to take advantage of the most powerful form of marketing.

The Secret For Creating A VIRAL Message

Word of mouth (i.e., "Referrals"). It's the most powerful form of marketing on the planet. Always has been.

It's commonly understood we buy from those we know, like and trust. An obvious extension of the concept applies to referrals and recommendations. Enter social media.

Research repeatedly reveals personal recommendations and online opinions rank above all else for trustworthiness, while traditional forms of Dental Marketing continue to sink. "Word of mouth" is the ULTIMATE influencer.

Now that you're marketing your practice online, you need to offer social sharing buttons and integrate apps that encourage ratings, reviews, recommendations and referrals.

Your prospective patients seek the truth. Your challenge: promote friend-to-friend sharing and turn on the power of social commerce.



Embrace analytics

to learn what works.



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Measure everything.

The most effective Dental Web Marketing on the planet is run by a Growth Hacker... an individual who feasts on a strict diet of perpetual analysis.

A Growth Hacker will begin with your marketing goals and objectives in mind, and will then establish a set of key performance indicators before tooling your website to collect metrics regarding traffic, scheduled appointments, and successful case acceptance.

Additionally, you'll benefit as your Growth Hacker extract data to detail your reach via your various online and social channels.

Over time, your Growth Hacker will use analytics to determine your cost of leads and return on investment in social media marketing, search, blogging, email programs, and every aspect of your Dental Marketing and Dental Web Marketing programs.

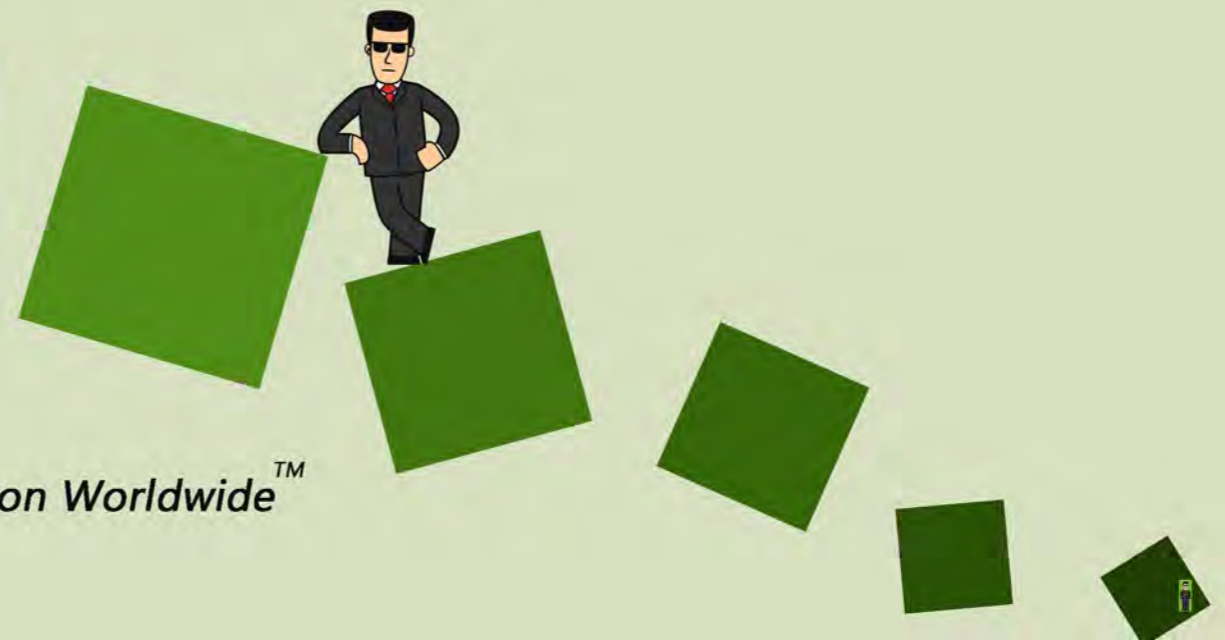
As a starting point for your measurement activities, your Growth Hacker will establish a Google Analytics account, which is free and easily implemented as well as use tools that provide more detailed and targeted data (KISSmetrics) unavailable on Google's platform.

Your Growth Hacker uses detailed analytics to always be *in-the-know* as to which programs are falling short (and should therefore be eliminated or refined) and which are helping you achieve your goals for new patient generation, conversions and more (and should therefore be expanded).

A qualified Growth Hacker will hands down give you the BIGGEST BANG FOR YOUR MARKETING BUCK!

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The end



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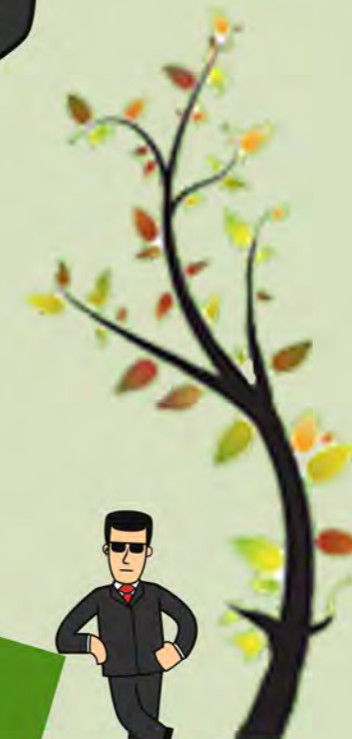
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Thanks!



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