

How To Get New Dental Patients With the Power of the Web

THE ULTIMATE GUIDE TO INTERNET MARKETING
FOR YOUR DENTAL PRACTICE

Including
the Exact
Marketing Secrets
One Practice
Used to Reach
\$5,000,000
in Its First Year!



ADAM ZILKO & JACOB PUHL



How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice

Chris Pistorius



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How to Get New Dental Patients with the Power of the Web - Including the Exact Marketing Secrets One Practice Used to Reach \$5,000,000 in Its First Year Adam Zilko, Jacob Puhl, 2014-03-30 Imagine turning your dental practice into one that earns 5 Million per year not five years from now not ten years from now but this year and starting right now Think that figure is impossible Think again Doctor Westwood did it and you can too all with the help of internet marketing How to Get New Dental Patients with the Power of the Web contains many of the exact marketing strategies one specific practice used to go from opening its doors to a practice that earns 5 Million in a single year Written in collaboration with digital marketers and dental professionals for the purposes of helping you succeed this step by step guide is the only one you will ever need for digitally marketing your practice online Learn the exact steps required for putting a web presence into place acquire the skills to excel on social media and utilize the amazing power of paid search marketing all for the purposes of attracting more leads retaining more high quality patients and increasing your practice income tenfold or more Buy The Ultimate Guide to Dental Internet Marketing and get started on the path to a new and improved dental practice today

Dental Marketing Hacks Alex Wong, Discover how you can kickstart your dental practice in 90 days or less Are you a dentist and you re struggling to get your business off the ground Are you searching for the best ways to boost your client base improve your profits and market your dental clinic like a pro Interested in learning from a seasoned dental marketing expert Dentistry is an essential service but far too many dentists struggle to get their clinics off the ground and stand out from the crowd With ever growing competition and new websites appearing left and right how can you build an unforgettable online presence and master the art of dental advertising Now join best selling author and dental marketing expert Alex Wong as he reveals the best ways to kickstart your dental business and start seeing results As the head copywriter for a dental marketing agency for three years Alex knows exactly what it takes to gain exposure and get your business off the ground Inside this guide you ll discover a powerful 90 day plan for identifying your target market creating a killer dental marketing plan building your online presence and then scaling your business to the stars Written in a concise easy to digest way you can follow along even if you re a complete beginner to the world of marketing Plus with a collection of simple action plans and worksheets to instantly kickstart your marketing skills now you can build your dream dental practice in no time Here s just a little of what you ll find inside The Secret To Identifying Your Target Audience How To Create a Powerful USP and Define Your Dental Business Goals Simple Ways To Develop Your Lead Magnet and Build Your Online Presence Even If You re Not a Tech y Person Top Tips For Writing Emails That Sell Practical Ways To Build Your Dental Website For Less Than 200 The Essential Differences Between Advertising and Marketing and Why They Matter Surprisingly Effective Advertising Strategies And Much More So if you re stuck struggling to get your dental practice off the ground or if you want to drive

more clients to your clinic and master the art of online dental marketing then Dental Marketing Hacks is for you Discover from the expert how to define your goals write emails that sell and build an unforgettable online presence Scroll up and buy now to kickstart your online dental marketing campaign today **Dental Practice Hacks** Alex Wong, Master the world of dental marketing with this cutting edge collection Do you want to discover the best strategies for kickstarting your dental marketing efforts Looking for ways to build your client base attract new patients and master the online sphere Want to learn first hand from an expert copywriter and experienced dentist Then this bundle is for you Inside this brilliant 3 in 1 book collection you ll join best selling author and dental marketing expert Alex Wong as he shares his years of dental marketing expertise Breaking down the principal strategies for creating an unforgettable online presence driving traffic with a top notch website and writing viral blog content this bundle is perfect for any orthodontist endodontist periodontist or anyone in the oral health field looking to expand their dental clinic and build their business Inside Dental Marketing Hacks you ll uncover a powerful formula for mastering the art of online dental marketing including The Secret To Identifying Your Perfect Target Audience Step By Step Instructions For Building Your Online Presence Even If You re Not a Tech Y Person Practical Ways To Get Your Dental Website Off The Ground For Less Than 200 Top Tips For Writing Emails That Sell And Ingenious Advertising Strategies To Kickstart Your Dental Practice Inside Dental Copywriting Hacks you ll find a complete blueprint for crafting engaging effective content to help you stand out from the crowd including How To Build Your Action Plan and Position Yourself In The Market Surprisingly Simple Ways To Create Your Homepage Team Page Contact Page and More How To Do Keyword Research Like a Pro Proven Copywriting Techniques To Hook Readers and Demonstrate Your Expertise And Much More And inside Blogging Hacks For Dentistry you ll learn the essential steps for creating viral must read blog content to find more patients and grow your practice including Tips and Tricks For Finding and Engaging With Your Target Readership Simple Ways To Generate an Entire Year s Worth of Topics So You Can Focus Less On Brainstorming and More On Dentistry The Secret To Creating Attention Grabbing Headlines Easy To Use Tools For Creating Profitable Keywords And How To Make Optimized Shareable and Viral Dental Blog Content Whether you re setting up your brand new dental office for the first time or if you re a seasoned professional looking to expand your skillsets and find more patients the ingenious lessons inside this bundle are specially designed to help you master your online presence create compelling blog content and build an unforgettable website Ready to supercharge your dental practice Scroll up and buy now to get started **Dental Copywriting Hacks** Alex Wong, Attract More Patients and Grow Your Dental Practice with Compelling Website Content Are you a dentist who wants to attract more patients and boost revenue Do you want to be able to create amazing web content There s a lot of competition in the dental industry for new patients Every day new websites appear offering to make it attractive for potential customers to switch to their practice So what s the secret to standing out from the crowd The answer is compelling engaging website content that makes you stand out from every other dental practice out there With Dental

Copywriting Hacks A Complete Blueprint to Marketing and Growing Your Online Dental Practice you will get help with Understanding your market How to position yourself in the marketplace Action plans Developing a unique selling proposition Creating your homepage team page contact page service pages Keyword research Proven copywriting strategies Demonstrating your expertise And much more Your dental practice deserves to be seen among the crowd and positioned in exactly the right place to attract new customers With Dental Copywriting Hacks you can do all that to make sure your business is ready to take the next step to become truly profitable Readers are saying This is a superb guide written on this subject Gena A succinct handy guide that actually has much wider application Zipporah The author clearly understands the dental marketing profession and does an admirable job at helping dental practices to write better website copy and market themselves better online Robert Grayson [Grow Your Practice Online - Proven Strategies to Attract and Convert New Dental Patients](#) Adam Zilko, 2018-03-26 One of the biggest challenges facing dental professionals today is how to develop and scale a comprehensive digital marketing strategy Sadly many dentists periodontists orthodontists and periodontal surgeons struggle to maintain their footholds offline With resources stretched thin coming up with the budget and developing the strategies to gain prominence on Google and elsewhere online becomes a constant struggle Wouldn't it be great if there was a complete guide to digital marketing that was written strictly for those working in dentistry That book is here In this fourth edition of an Amazon Best Seller Adam Zilko has compiled a digital strategy that can be customized for any practice regardless of size or equity With completely updated strategies that reflect what's working today for many top practices The Ultimate Guide to Digital Marketing for Your Dental Practice contains proven strategies for attracting and converting new dental patients A Focus on Digital Excellence The only way to attract a healthy stream of new quality dental patients is to have a web presence that demands respect and attention This book helps dental professionals get into the mindset of making their web presences patient centric and targeted to quality patients who see the value in good dentistry A Success Mindset Adam takes a unique approach that he takes with his Firegang Dental Marketing clients and that's to get them into the proper mindset Adam dispels common myths and helps dental professionals establish clear cut goals and realistic expectations for building upon their dreams of dental practice success A Fully Customizable Digital Marketing Treatment Plan What follows in Grow Your Practice Online is a digital marketing strategy that can be used by new practices those who have gone stagnant and those intent on maximizing success The book details the prospect's online journey and the many complicated paths prospects can take before they become an actual patient The strategies are broken down so they are easy to learn and implement SEO Google Facebook Marketing Another challenge dental professionals face is keeping up with the latest Google algorithm changes how to optimize for Google safely so that you don't get penalized as well as how to advertise on Google Facebook and other paid digital ad platforms Adam has managed to make these facets of digital marketing easy to understand and gives plenty of advice for maximizing clicks conversions and return on investment Testing Optimizing for

Maximum Leads Growth The key to proper digital marketing is the study of the metrics and how to use those numbers and figures to maximize your efforts online Dental professionals will learn how to make sense of all the noise and how to glean useful information from Google Analytics and other digital analysis platforms as well as how to tweak campaigns over time to make them even more powerful With an added digital marketing checklist for dental professionals and a full page of book bonuses The Ultimate Guide to Digital Marketing for Your Dental Practice by Adam Zilko is a must buy **Get More Digital Word of Mouth** Patikarn Pengthong, 2014-10-15 How Will Your New Patients Find You It's Easier Than Ever to Use Digital Word of Mouth to Get As Many New Patients As You Can Handle Owning your own dental practice has given you the opportunity to help improve the health of all of your patients but what can you do to improve the health of your practice Get more loyal patients In fact success depends on your ability to attract and delight new patients so they tell their friends and neighbors they'd be crazy to go to any other dental practice but yours You know marketing has to be done and done well but you're so busy running your practice and treating your patients that it feels impossible to add yet one more item to your to do list How can you squeeze maximum marketing results from the limited time you can spare Digital marketing can help Done right your practice will be bursting with happy patients who are eager to tell others about you Done incorrectly you can easily waste a fortune in time and money What would it be like if your practice doubled or tripled in size in the next year Read this quick guide to digital marketing and you'll see exactly How other practices work the power of the Internet to attract all the new dental patients they want The tasks you MUST do well to make digital marketing work for your practice How to make it easy for new patients to find you and trust you enough to call for their first appointment How to avoid expensive mistakes that work against your marketing goals Exactly what you need to transform your practice's website into a marketing machine that sends new patients your way week after week Patikarn Golf Pengthong helps dental practices experience dramatic turnarounds with his expert local online marketing consulting His clients attribute their remarkable gains to following his proven marketing strategies for reaching more ideal patients and assuring them of such high quality of care that they pick up the phone to schedule an appointment Read this book and learn the secret successful dental practice owners have discovered You too can have the best year your practice has ever had starting now **Delivering WOW** Anissa Holmes, 2018-08-07 Delivering WOW is a blueprint for running and growing a dental practice Dr Anissa Holmes was sick of working too much and earning too little so she decided to do something about it After years of learning and experimentation she developed a simple high impact process to run and grow a dental practice that turned her office into a high profit practice with over 50 000 raving Facebook fans and a reliable team she can trust to handle anything that comes their way With this newly updated and expanded version of a book that helped thousands of dentists build more profitable and enjoyable dental practices Dr Holmes walks dentists through building a winning team maximizing profitability and reliably growing patient numbers without having to waste time and money on expensive and ineffective advertising methods If you're

tired of feeling guilty stressed and frustrated by your practice and want to build one that allows you to make more work less and have a meaningful impact in the world Delivering WOW is the step by step plan for you **Dental Practice Management Free Online Advertising Secrets to Massive Money Now!** Brian Mahoney,Dental Practice Management,Family Dental Practice,2017-01-09 With this Dental Practice Management Free Online Advertising Secrets to Massive Money Now you will Learn How to Get Unlimited FREE Marketing Advertising for massive money for your Dental Practice business How to Step by Step create Money Making Videos The secrets the pro s use to rank on the 1st page of YouTube Get Massive Amounts of Web Traffic and views for Your Family Dental Practice business Videos How to use the top Forum websites to blast massive website traffic to your videos How to Get A check from YouTube Google every month from videos that are promoting your business and making your Money How to do Everything at ZERO COST TO YOU Find everything you need and more with the Million Dollar Internet Rolodex included People are destroyed for lack of knowledge For less than the cost of one night at the movies you can get the knowledge you need to start living your business dreams Don t wait You ll wait your life away **The One Step Funnel for Dentists** Adam Braithwaite,2019-03-15 The One Step Funnel is not just another how to book on Dental Marketing It s the exact playbook for growing your Dental Practice It is NOT about getting more website visitors to your services page or social media accounts Yet this will help you get exponentially MORE Website Visitors than you ve ever experienced before to the right page It is NOT about creating the same boring offers that everyone else is peddling to get new patients coming in Yet this will help you position yourself in a way that almost forces people to see you as the Go To Dentist in your area and will make your Dental Practice stand out The One Step Funnel is A SHORTCUT The One Step Funnel encompasses everything from finding the ideal patient to nurturing that potential patient to setting the appointment and finally getting them to show up for that appointment and leave a positive review for your Dental Practice It all starts with that potential patient taking that One Step from there the magic begins This book is for Dentists that want to take their practice to the next level It s for the Dentists that are tired of lackluster results from their marketing campaigns and want to finally figure out why their competitors are having a ton of success and they aren t The Dentists that have empty time slots in their daily calendar and want to plug the gaps This book will uncover that for you and much more Within the Pages of This Book You ll Discover The secrets of gaining a constant flow of High Value Patients Tips and strategies for outshining your competitors online How to streamline your Dental Practice ethically and improve your reputation online How to follow up with prospects through emails 2 way texting and voicemail drops And much more If you need more patients in your practice or you struggle with marketing your practice as a dentist then this book is for you **The Ultimate Guide to Internet Marketing for Dentists** Chris Pistorius,2014-10-13 Consumers will make over 140 billion local searches on the Internet in 2014 making the Internet as powerful of an advertising medium that there is and one that your dental practice can t afford to ignore Dental online marketing expert

Chris Pistorius provides you the fundamentals techniques tools and tricks that will dramatically increase your online visibility and will help you drive in more new patients each month Discover how to master the following proven online marketing methods Search Engine Optimization Google My Business Pay Per Click Video Marketing Facebook Marketing Mobile Marketing Blogging [Dental Marketing Secrets](#) Scott Meadows, 2015-02-07 Is That Other Dental Practice Stealing Your New Patients Right Before Your Eyes It s Time to Do Something About It Doc you already know what s NOT working to help you reach new patients and you probably know that getting your dental practice online is inevitable You may even have a website maybe even a good one But if your website s not bringing new patients into your practice if it s not getting your phone ringing and your chairs filled you re missing out on one of the most powerful marketing tools at your command If growing your practice to seven times its current size in the next several months sounds good to you read on You ll discover What thriving dental practices are doing online to get new patients calling them every day How to avoid being taken advantage of by SEO Monkeys who promise 1 Google listings take your money and disappear How to get started online if you decide to tackle the learning curve and invest just a couple days a week implementing all the best practices you ll discover in this book How to avoid costly pitfalls in online marketing by knowing what to do and when to do it How you can finally get your website marketing for you so you can get back to doing what you do best taking care of your patients Scott Meadows is an expert in local online marketing and best selling author committed to helping local dental practices thrive by using proven Internet marketing strategies Never before has it been so crucial to build an effective online presence for your practice The ideas in this book have enabled thousands of dental practices to experience a complete turnaround from floundering to flourishing and it will show you the way too [Marketing for Dentists](#) Ehsan Zarei, You didn t become a dentist to chase patients You didn t sign up to become a marketer a social media manager or a pricing negotiator You just wanted to do great work help people and build a practice that gives you freedom not frustration But here you are Wondering why some dentists with less skill and experience seem to be thriving Frustrated by slow weeks price shoppers and no shows Watching competitors show up at the top of Google while your name is buried Feeling pressure to do more marketing but not knowing where to start or how to do it without feeling fake or overwhelmed If that sounds familiar you re not alone The truth is there are thousands of highly skilled deeply caring dental professionals who are quietly struggling to grow Not because they aren t good enough but because they ve never been taught how to communicate their value in a way that the right people notice and respond to That s what this book is here to change This is Marketing for Dentists Done Right This isn t a book about gimmicks dancing on TikTok or becoming someone you re not It s about getting crystal clear on what makes your practice valuable and learning how to show up online in a way that feels professional authentic and confidently positioned It s about attracting the right patients people who value what you offer who trust your expertise and who are willing to pay for quality And it s about doing that without burning yourself out or becoming a full time marketer What This Book Will Help You Do By

the time you finish this book you ll understand exactly how to Build a premium professional brand that stands out in your local market Attract high value patients who actually show up and stick around Create visibility without chasing trends or doing anything that feels uncomfortable Turn your website and online presence into a patient generating machine Grow a practice that feels aligned with who you are not someone else s idea of success You ll go from unsure and invisible to confident in demand and clearly positioned as the trusted expert in your area What s Inside This book is divided into 15 focused practical chapters Each one tackles a key shift strategy or stage in building a thriving dental practice that markets itself We ll start by laying the foundation clarifying your message brand and presence Then we ll dig into proven ways to attract high quality patients build systems that drive referrals and reviews and position you as the go to provider in your area And finally we ll look at how to think like a confident visionary leader one who runs the practice instead of being run by it Each chapter is designed to build on the last so you gain real momentum and real results And If You Want to Move Faster Also if you re looking to get a stronger start or achieve faster results with your marketing you can reach out directly to the author for one on one support Whether you re short on time or simply want expert help to get everything done for you professional assistance is available Chat with me directly for your marketing needs and get a free consultation bluefreelancers.com ehsan your shortcut to faster more effective results Let s Get Started You don t have to become a marketing expert You just have to be willing to show up in a new way with clarity purpose and a strategy that actually works Let s make your practice as remarkable online as it is in person Let s begin [Blogging Hacks For Dentistry](#) Alex Wong, How To Create Viral Must Read Blog Content For Your Dental Practice Do you want to Attract more patients Create engaging blog content Boost your practice s exposure and credibility Ensure YOUR blog stands out from the crowd Blogging Hacks for Dentistry How to Engage Readers and Attract More Patients for Your Dental Practice is here to help Blogging is one of the easiest and most affordable ways to connect with potential patients and drive them to your practice However with literally hundreds of thousands of dental blogs out there it takes more than just luck to attract readers What you need is compelling useful and unique blog content that make you stand out from every other dentist out there In easy to understand step by step instructions Blogging Hacks for Dentistry combines proven blogging techniques and consumer psychology to show you exactly how to create compelling blog content that will attract the readers you need to make your practice a success Inside you will discover How to find and engage with your target readership Step by step action plans Simple ways to generate an entire year s worth of topics The secret to creating attention grabbing headlines How to position your blog to stand out Easy tools to generate profitable keywords How to optimize your blog posts for Google How to make posts that go viral And more Soon you ll no longer struggle to find new readers and patients or pull your hair out deciding what to write This informative guide gives you the fastest and easiest way to grow your dental blog and market your practice Ready to take your dental blog to the next level Grab a copy of Blogging Hacks for Dentistry and start creating viral posts today

Dentistry's Business Secrets Edward M. Logan Dds, Edward M. Logan, 2011 Whether you are a new dentist opening your first practice or an experienced dentist looking to take your current practice to the next level Dr Edward Logan's new book on dental practice growth will help you achieve your goals Written by a dentist for dentists Dentistry's Business Secrets reveals the vital business truths Dr Logan perfected while growing three successful dental practices from scratch **Dental Content Marketing Hacks** Alex Wong, Attract more patients and grow your dental practice with the ultimate dental marketing blueprint Do you want to Attract more patients Boost your practice's revenue Ensure your dental practice stands out from the crowd There's a lot of competition in the dental industry for new patients Every day new websites appear offering to make it attractive for potential customers to switch to their practice So what's the secret to stand out from the crowd The answer is compelling engaging website content that makes you stand out from every other dental practice out there In Dental Content Marketing Hacks you get two books for the price of one with Dental Copywriting Hacks and Blogging Hacks For Dentistry which will help you with Understanding your market How to position practice in the marketplace Step by step action plans Developing a unique selling proposition Creating your homepage team page and service pages Keyword research Proven copywriting and blogging strategies Demonstrating your expertise Creating attention grabbing headlines Optimizing your blog posts for Google How to make your blog posts go viral Plus much more The first book focuses on how to create compelling content for your website while the second book shows you how to create unique engaging blog posts that will attract the patients you need to make your practice a success So are you ready to take your dental practice to the next level Get this audiobook now and start making a success of your dental business today **Successful Dental Practice Marketing** Cletus Thorsen, 2021-07-31 If you practice dentistry marketing is crucial if you want your practice to succeed After all there are dentists everywhere so how do you make your practice stand out above the competition How do you bring in new patients and retain existing ones The answer is simple but not easy to do This book gives those responsible for the marketing of their practice an overall guide to what successful dental practice marketing looks like in 2014 Discover what's really working out there and just as importantly what's more hype than substance Our experience at Exposure Ninja working with hundreds of dental practices and small businesses around the world has given us unique behind the scenes access to marketing campaigns websites strategies and audiences The tips in this book are distilled from this experience and explained in plain English Read real life case studies and get a sneak peek at what makes a difference to practices like yours Pick and choose the strategies you want to apply this week and get started immediately **Dental Marketing Motto** Joseph Preston, Phillip Guye, 2014-02-03 The Dental Marketing Motto book reveals the easiest Patient Getting System that transforms you into a published author so that you become recognized as the trusted dental authority and expert in your market you increase case acceptance and you grow referrals for your practice Let's face it Someone who enjoys a fine meal at a restaurant will happily tell everyone about it but a successful trip to the dentist isn't highly likely to become a topic of

conversation It doesn't matter how pain free the procedure how professional the doctor or how beautifully decorated the office it just is not that likely to be talked about outside of close family and best of friends That isn't to say that referrals don't happen they happen all the time Let us put it this way If you don't own a 5 million practice you could be busier You could have more patients They are out there When someone is looking for a new dentist they may well ask their friends and family for a recommendation Referrals are just harder to come by Which makes it all the more important that your practice is primed to encourage referrals at every possible opportunity You may not think it to be so but it IS possible to influence and persuade people to the point where they feel encouraged or even obliged to tell other people about your practice And in marketing terms referrals are the golden ticket The endorsed introduction is the number one marketing tactic ever Period The end I love passion and there is no one more passionate about what he does than Joe Preston And he is just dedicated to my success And for me not only do I want him to be successful but I want my friends to experience what Joe has done for me It's not even been a blimp on my radar screen And the results have been phenomenal Dr Jason Stoner DDS MS Joe Preston is the consummate professional Joe has really used his expertise in the areas of marketing and media training and media coaching to help me convey my message in the strongest way possible to my patients I'm glad that we did this because it really helps me to this day Dr David Scharf DMD Joe and his company were very easy to work with and made writing a book for my practice very easy Their services have helped to separate my business from our competitors I highly recommend Joe Preston and his company Dr Mark F Hardison DDS First thing I want to say about Joe is that he is very I want to use the word as a doctor would say patient centered But he's very client centered Joe frames and positions you and he does the framing of the marketing before the patient even arrives in your office Dr Coury Staadecker DDS Joe Preston really has an interesting perspective an incredible insight into our patients mind and how is it that we're going to target that patient What's going to make that patient come to us when they don't even know us We're on the right track with Joe Preston and his company Dr Ed De Andrade DDS We wrote Dental Marketing Motto for our clients that we are honored to serve and help each day We are blessed to work with some of the most successful dentists periodontists oral surgeons prosthodontists orthodontists and endodontists in the world Our goal for this book was to capture some of our best influence and persuasion strategies and provide you with what we call The Secret Recipe To Grow Referrals Enjoy Our Recipe Joseph Preston and Phillip Guye Joseph Preston and Phillip Guye are Senior Managing Partners of Doctor Reputation Management www.DrReputationManagement.com a leading marketing solutions firm they co-founded to provide their clients with the highest level of patient acquisition success currently available in the marketplace

Internet Marketing For Dentists

Henriette Mello, 2021-07-31 If you practice dentistry marketing is crucial if you want your practice to succeed After all there are dentists everywhere so how do you make your practice stand out above the competition How do you bring in new patients and retain existing ones The answer is simple but not easy to do This book gives those responsible for the marketing of their practice an overall guide to

what successful dental practice marketing looks like in 2014 Discover what s really working out there and just as importantly what s more hype than substance Our experience at Exposure Ninja working with hundreds of dental practices and small businesses around the world has given us unique behind the scenes access to marketing campaigns websites strategies and audiences The tips in this book are distilled from this experience and explained in plain English Read real life case studies and get a sneak peek at what makes a difference to practices like yours Pick and choose the strategies you want to apply this week and get started immediately [Raving Patients](#) Len Tau,2020-03-27 In Raving Patients Dr Len Tau a practicing dentist in Philadelphia and online reputation specialist shares simple tips and best practices to become visible and demonstrate credibility online Dental practices waste thousands of dollars and hundreds of hours trying to find new patients using methods that may have worked decades ago but no longer work today Raving Patients teaches dentists how to get exponentially better marketing results for a fraction of the time and money using a simple combination of online and offline reputation marketing strategies that take only minutes to implement The strategies within Raving Patients help dental practices rise up search engine results when patients in their area search for new dentists Dr Tau also presents proven methodologies that help dental practices stand out as the practice of choice in their area This generates a steady flow of patients who are more likely to move forward with treatment recommendations than other dental marketing strategies

Mastering Your Dental Practice Jeff Jones,Rivers J Morrell, IV,2024-02-08 Welcome esteemed dentists and dental office managers to a journey into the realm of online and digital marketing In this guide we will explore the critical strategies that can revolutionize your approach to attracting new patients As a dental marketing company we understand the unique challenges you face in promoting your practice Today we re not just offering insights we re empowering you to self grade and enhance your online and digital marketing efforts Let s dive into the world of dental marketing mastery with 20 Online and Digital Marketing Strategies to Get New Patients for Your Dental Practice 1 Crafting a Captivating Website The Digital Showcase of Your Practice Your website is the cornerstone of your online presence Evaluate its visual appeal ease of navigation and mobile responsiveness Ensure it reflects the professionalism and warmth of your physical clinic A compelling website invites patients into your digital space setting the stage for a positive online experience 2 Mastering Local SEO Be Found Where It Matters Optimize your website for local search engine optimization SEO Claim your Google My Business listing use local keywords and encourage satisfied patients to leave positive reviews Local SEO ensures your practice is visible to those actively seeking dental services in your area 3 Unlocking the Power of PPC Advertising Precision in Patient Targeting Dive into the world of Pay Per Click PPC advertising Strategically choose keywords create compelling ad copy and leverage targeted campaigns PPC ensures your practice appears at the forefront when potential patients are actively searching for dental services delivering a remarkable return on investment 4 Building a Social Media Presence Connect Beyond the Clinic Walls Harness the vast reach of social media platforms Establish a consistent presence on channels like

Facebook Instagram and Twitter Engage with your audience through informative content patient stories and promotions Social media serves as a dynamic extension of your practice fostering connections beyond the clinic 5 Embracing Email Marketing Nurturing Relationships Digitally Develop a robust email marketing strategy Regular newsletters promotions and educational content keep your practice top of mind Email marketing nurtures relationships encouraging patient loyalty and retention 6 Leveraging the Power of Video Marketing A Personal Touch in the Digital Realm Engage your audience with video marketing Share behind the scenes glimpses of your practice educational content and patient testimonials Video adds a personal touch making your practice more relatable and trustworthy 7 Prioritizing Dental SEO Elevate Your Online Visibility Invest in comprehensive Search Engine Optimization SEO for your dental website Optimize content meta tags and images Quality backlinks enhance your website s authority ensuring your practice ranks higher in search engine results 8 Implementing Online Appointment Scheduling Convenience at Your Patient s Fingertips Enhance patient experience with online appointment scheduling Simplify the booking process saving time for both your team and patients The convenience of online scheduling encourages prompt bookings 9 Engaging Social Media Contests Gamify Your Online Presence Boost engagement with social media contests Encourage participation through likes shares and comments Contests not only entertain your audience but also broaden your social media reach

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Table of Contents How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice

1. Understanding the eBook **How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice**
 - The Rise of Digital Reading **How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice**
 - Advantages of eBooks Over Traditional Books
2. Identifying **How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice**
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction

◦ Determining Your Reading Goals

3. Choosing the Right eBook Platform

- Popular eBook Platforms
- Features to Look for in an How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice
- User-Friendly Interface

4. Exploring eBook Recommendations from How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice

- Personalized Recommendations
- How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice User Reviews and Ratings
- How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice and Bestseller Lists

5. Accessing How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice Free and Paid eBooks

- How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice Public Domain eBooks
- How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice eBook Subscription Services
- How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice Budget-Friendly Options

6. Navigating How To Get New Dental Patients With The Power Of The Web Including The Exact Marketing Secrets One Practice Used To Reach 5000000 In Its First Internet Marketing For Your Dental Practice eBook Formats

- ePub, PDF, MOBI, and More
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