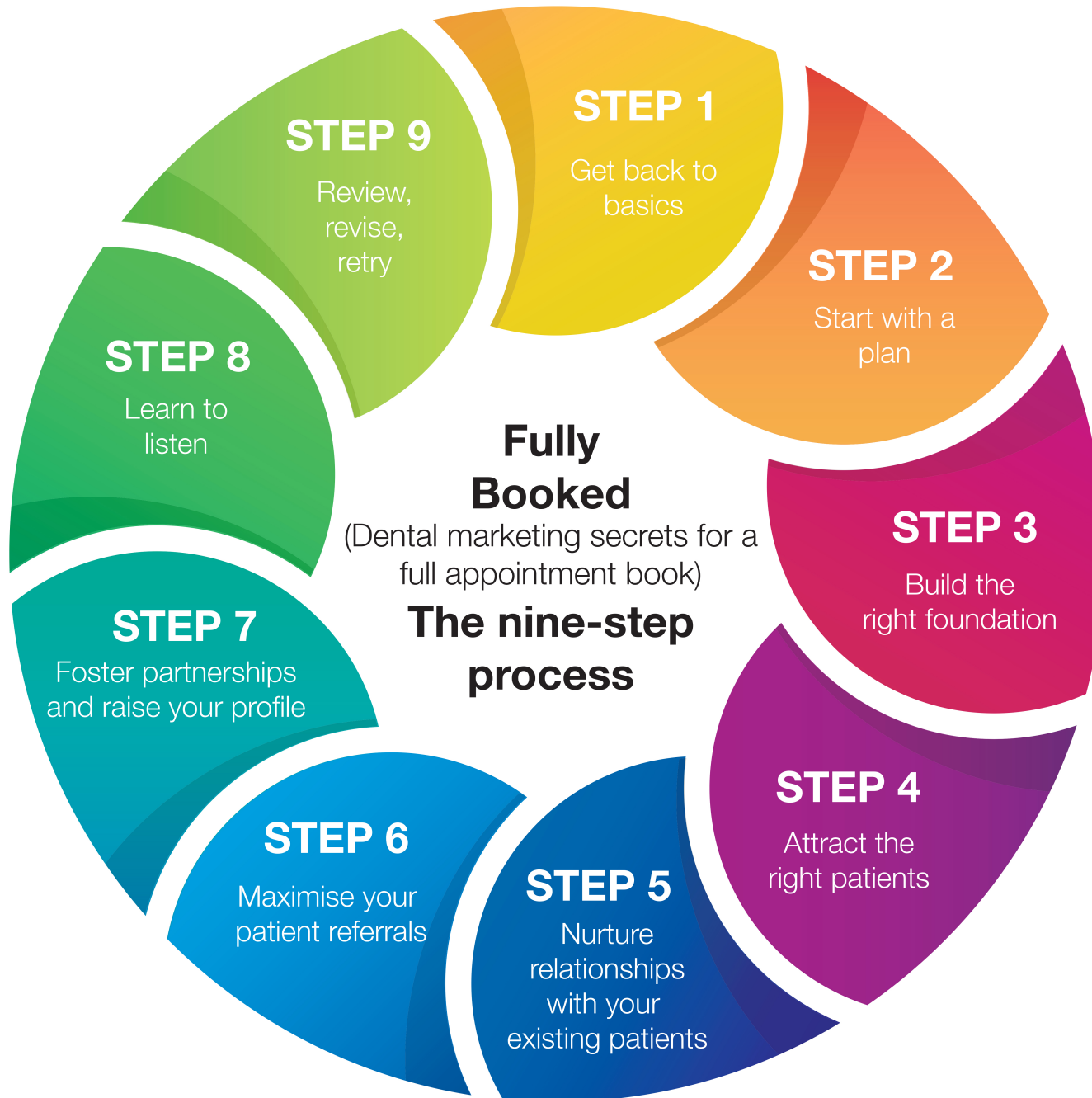


Dental marketing secrets for a full appointment book

Workbook





Contact me

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My Dental Marketing - Complete marketing solutions in safe hands

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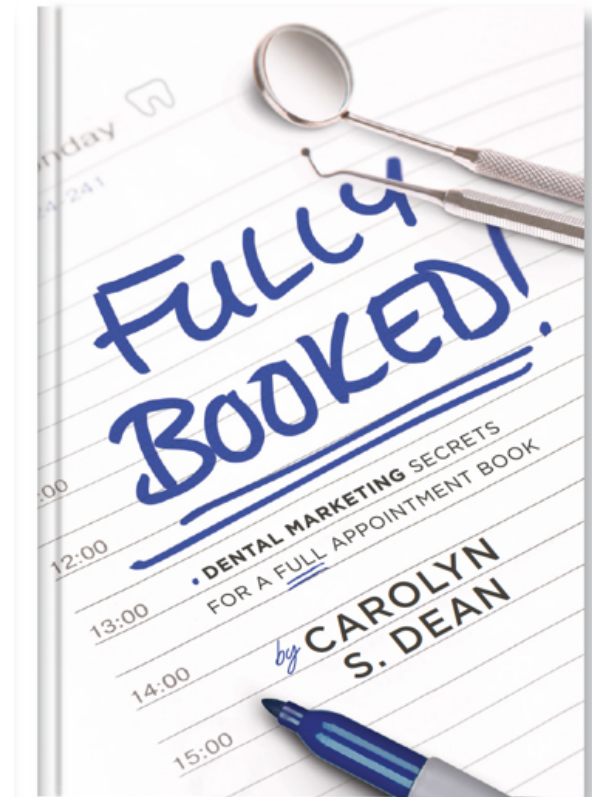
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Twitter – www.twitter.com/carolyn_dean



Your Practice

Todays date	
Practice name	
Your Name	
Website address	

Step 1 - Get back to basics

KNOWING YOUR WHY

Why did you choose dentistry as your career?

What lifestyle do you want to have?

What do you believe in?

What do you love doing?

Why are you different?

What do you hate doing?



Where do you want your practice to be in 5 / 10 / 15 years time?



IDEAL PATIENT

Where do they live?

What gender are they?

Where do they work?

What lifestyle do they have?

What are their concerns and fears about your services?

What are their attitudes towards your services?

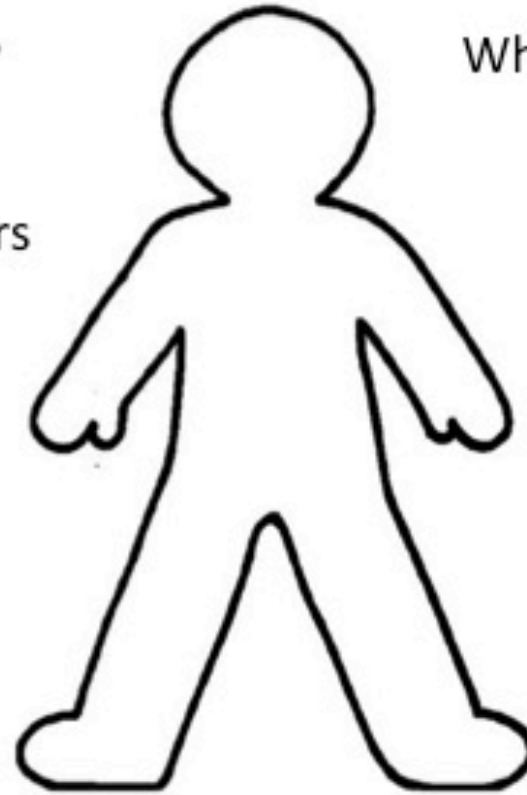
How do you help them?

How much do they earn?

What age are they?

How do you help them?

What do they want to know about your services?



UNDERSTANDING YOUR PATIENTS

Price

Responsiveness

Opening times

Perceived professionalism



Waiting time

Practice ambience

Patient comfort



YOUR COMPETITION

Name	Suburb	Website	Preferred provider? Which?	Corporate owned?	What do you know about them? (values/expertise/reputation)	What marketing activities do you know about?

What categories of competition threaten your success? (e.g. preferred providers, corporates etc.)	
Which companies pose the greatest threat and why?	
Why would someone prefer your offering versus that offered by the competition?	

Step 2 - Start with a plan

BUSINESS GOALS

	Previous Actual	Goal
Revenue	Per year \$	Per year \$
Revenue growth on previous year	%	%
Gross Profit	\$	\$
Number of active patients	Per month	Per month
New Patients per month	Per month	Per month
Lost Patients per month	Per month	Per month

MARKETING GOALS (SEE BELOW)

	Previous year	Goal
Marketing expenditure	\$ per year	\$ per year
	\$ per month	\$ per month
	% of revenue	% of revenue
Patient Lifetime Value	\$	\$

GROWTH GOALS AND MARKETING BUDGET

Rapid Growth	Sustained Growth	Patient Retention
<p>This is generally for</p> <ul style="list-style-type: none"> • New practices • Recently purchased practices • Practices that experience high turnover. <p>The goal is to bring in a lot of patients quickly.</p>	<p>The majority of practices</p> <ul style="list-style-type: none"> • Growth is important, but not too fast. • It's really about steady, controlled growth. • Sustained growth requires more moderated marketing efforts. 	<p>Not needing new patients</p> <ul style="list-style-type: none"> • You simply want to retain the patients you have. • This level is all about enhancing the experience of your current patients.
7% - 10% of your annual gross income.	4% - 7% of your annual gross income.	2% - 3% of your annual gross income.

What is your growth goal for the next year?	
What should your marketing budget be based on this growth goal?	

PATIENT LIFETIME VALUE

Step 1

To begin, you need to think about the average timespan that a patient stays with your practice. Next, what does the average patient spend over that time period?

Example Calculation #1

Average years in your practice	7
Average amount spent per year	<u>x \$500</u>
Value of one patient	\$3,500

Your Calculation #1

Average years in your practice	
Average amount spent per year	<u>x \$</u>
Value of one patient	\$

Step 2

After you've determined the value of that one patient, there's a second, more critical part of the calculation (and it's one that most dentists miss): secondary referrals.

If your team is actively asking for referrals, and providing a good dental experience, a typical new patient is estimated to refer five new patients over the next five years. Write in whatever number of referrals you believe to be true for your practice.

Example Calculation #2

Value of one patient	\$3,500
Average number of referrals	<u>x 5</u>
Value of one patient	\$17,500

Your Calculation #2

Value of one patient	\$
Average number of referrals	<u>x</u>
Value of one patient	\$

Step 3

You have to consider income from secondary referrals as part of the value of that first patient. After all, you never would have seen them without the initial advertising that attracted them. Now you need to add it all up to find the total lifetime a patient.

Example Calculation #3

Value of one patient	\$3,500
Production from referrals	<u>+ \$17,500</u>
Value of one patient	\$21,000

Your Calculation #3

Value of one patient	\$
Production from referrals	<u>+ \$</u>
Value of one patient	\$

Average Lifetime Value of a Patient

My Average Lifetime Value of a Patient	
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RETURN ON INVESTMENT

ROI Example – New patient marketing campaign

Let's say a given new patient campaign cost you \$10,000
Brought in five **new patients** who have a total lifetime value of \$21,000

5 new patients x \$21,000 average value of a patient = \$105,000 revenue (over 7 years)

Total revenue = \$105,000 = **10½ :1 ROI**
Total spend \$10,000

Any ROI over a 3:1 ratio is good.
Hence, you should keep doing or even do more of this type of marketing

ROI Example 2 – Reactivation marketing campaign

Let's say a given reactivation campaign cost you \$5,000
Reactivated five **existing patients** who spent \$4,500 each with you (e.g., 5 implants)

5 existing patients x \$4,500 production = \$22,500 revenue

Total revenue = \$22,500 = **5½ :1 ROI**
Total spend \$5,000

Any ROI over a 3:1 ratio is good.
Hence, you should keep doing or even do more of this type of marketing

ROI Tracking

Marketing Activity	Marketing Cost	No. of new patients x Average Lifetime Value	OR Revenue Created	Total Revenue	ROI
<i>e.g. Google Adwords</i>	<i>10,000</i>	<i>5 x 21,000</i>		<i>\$105,000</i>	<i>10½ :1</i>
<i>Implant Promotion</i>	<i>5,000</i>		<i>5 x 4,500</i>	<i>\$22,500</i>	<i>5½ :1</i>

Step 3 - Build the right foundation

MARKETING TOUCH POINTS

1. Influencing touch points

	What are your touch points?
Word of mouth Reviews and ratings Social media Referrals	

2. The pre-purchase experience

	What are your touch points?
Advertising Appointment-making interaction Website Blog Phone calls Promotions Online videos Community involvement	

3. The purchase experience

	What are your touch points?
Building exterior, signage and parking Reception and practice interiors Employee uniform Receptionist and staff welcome Patient comfort How approachable are you and the team Treatment plan communication	

4. The post-purchase experience

	What are your touch points?
Thank you card Follow-up call Online bill payment / payment plans Billing statement Social media updates Review website responses Recalls Marketing emails Promotions Practice open days Referral program	

YOUR BRAND

Brand consistency

How does your practice-branding rate?

Does it reflect your practice values?

Does it appeal to your ideal patient

Is your branding consistent?

Same colours

Fonts

Style

Images

Same look and feel

Team

Assess your team's interpersonal skills

How the phone is answered?

How are patients greeted?

How do assistants and hygienists relate to patients?

How do the front desk personnel interact with patients?

How are new patients treated?

How is your team communicating treatment?

Your practice appearance

Look with a “fresh pair of eyes”. How does your practice really look?

Signage

Upholstery

Paintwork

Magazines

Pot plants

Team appearance

FREQUENCY VS. REACH

List all your marketing in the last 12-18 months

Marketing activity name.	How frequently did you carry these out?	What reach did they achieve? (Estimate the number of people)
<i>e.g. Email newsletters</i>	<i>Twice in 12 months</i>	<i>800 people per newsletter</i>

Step 4 - Attract the right patients

List all of external marketing strategies you are using in your practice

e.g.

- Practice marketing materials, including logo, business cards, letterhead, and brochures
- Website
- Print advertising
- Digital advertising
- Blogging
- Social media marketing
- Direct marketing
- Radio & TV commercials
- Yellow Pages advertisements

WEBSITE

	Yes	No
Do you know what your website goals are?		
Is it easy to navigate?		
Do your images reflect your practice?		

How much good content do you have?		
Is your content easy to browse?		
Is it “mobile friendly”? Google friendly test		
Do you offer online booking?		
Notes		

GOOGLE +

	Yes	No
Have you claimed your Google + listing?		
Do you have a header image of your team?		

Have you got your logo as the profile image?		
Update your profile with all relevant info?		
Are you uploading relevant content wherever possible?		
Are you linking back to your website?		
Notes		

SOCIAL MEDIA

	Yes	No
Is social media right for you?		

Are you using social media?		
Which platforms are right for you?		
Have you made this somebody's job?		
Are you updating regularly?		
Notes		

BLOGGING

	Yes	No
Do you have a blog facility on your website?		
Have you ever blogged?		

Are you blogging regularly?		
Are your blogs targeted at specific topics (key words and phrases)?		
Do you have a team member that could write blogs for you?		
Do you need to outsource blog writing?		
Notes		

SEARCH ENGINE MARKETING

	Yes	No
Are you using PPC (e.g. Google Adwords)?		
Are you monitoring your PPC spend & traffic?		

Do you get SEO (Google Analytics) reports?		
Do you monitor your SEO ranking?		
Notes		

VIDEO

	Yes	No
Have you done any videos?		
Does video fit within your marketing budget?		
Do they fit within your practice brand?		
Do you have a list of video ideas?		

Do you have the right skills within your staff?		
Is video appropriate for your practice at this time?		
Notes		

PRINT AND AIR ADVERTISING

	Yes	No
Have you assessed your print advertising?		
Do you have an up-to-date and effective practice brochure?		
Do you use promotional items?		
Is TV/radio advertising right for your practice?		

Notes

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Step 5 - Nurture relationships with your existing patients

<p>List all of internal marketing strategies used in your practice. e.g.</p> <ul style="list-style-type: none">• The reception area• Referral brochures• Wall art• Phone communication• Recalls• Email newsletters• Patient satisfaction surveys• Patient 'thank you's'• Rewards programmes for loyal patients• On-hold marketing	
<p>Do you understand the value of patient retention?</p>	
<p>Do you understand why patients leave?</p>	
<p>Are you sending newsletters (email or print)?</p>	
<p>Are you sending out birthday and thank you cards?</p>	
<p>Do you hold open house events?</p>	

Are you maximising your recalls?	
What ways are you using for your recalls (SMS, paper, calls) What can you do to improve your recall process?	
Do you have effective and targeted on-hold messaging?	
What could you say in your on hold message?	
Are you carrying out any incentive-based marketing?	
Think of 5 promotions that you could run in your practice Think about reactivation, referrals, promoting high value treatments	

Notes	
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Step 6 - Maximise your patient referrals

Do you think that your practice should have a referral program?	
Do you have a referral program in place?	
What gifts could you offer? We recommend you offer people the choice of 3 gifts to choose from.	
How could you promote a referral program in your practice now?	
How could you promote a referral program in in the future?	

Notes

Step 7 - Foster partnerships and raise your profile

	Yes	No
Are you networking with other businesses and healthcare?		
Do you have regular community involvement?		
Are you volunteering?		
Are you maintaining relationships and thanking referrals?		
Have you considered public speaking?		
Do you exhibit at any events?		
Notes		

Step 8 - Learn to listen

<p>Google yourself / your practice / all dentists in your practice and see what reviews come up. What did you learn? For example</p> <ul style="list-style-type: none"> - <i>Happy Dental review</i> - <i>Happy Dental Sydney review</i> - <i>Dr David Jones dentist review</i> 	
<p>What did you learn?</p>	

	Yes	No
<p>Are you watching and responding to online feedback?</p>		
<p>Do you understand why collecting feedback is important?</p>		
<p>Are you asking for and collecting patient feedback?</p>		
<p>Are you asking for and collecting staff feedback?</p>		

Do you have systems in place to respond to feedback?		
Notes		

Step 9 - Review, revise, retry

	Yes	No
Are you reviewing your marketing strategy on a regular basis?		
Do you revisit your marketing goals?		
Are you checking your marketing ROI?		
Have you re-examined your ideal patient profiles?		
Have you re-evaluated your online presence?		
Do you know what messaging strategies are working best for you?		
Are you keeping your team informed?		
Notes		

Where to from here?

I hope that you have found this workbook insightful and helpful. In the understanding that there is no silver bullet, you now know that you need to think about multiple touch points when it comes to marketing your practice. You know that it takes time but the effort that you put in will be rewarded by more patients, increased production, better relationships with your team and patients, and a sense of control when it comes to your marketing.

There is no magic when it comes to successfully marketing your practice. Quite simply, it comes down to:

- Picking the aspects of marketing you want to use wisely and with due care and thought.
- Making sure that whatever marketing activities you decide to undertake you perform to the best of your ability and budget.
- Being consistent.
- Tracking your results – setting your goals and reviewing/refining them on a regular basis.
- Getting good advice from trusted experts in the area of marketing you are undertaking.

It is time for you to focus on your marketing; do it well, do it consistently, and say goodbye to the scattergun approach forever. I hope that you can dip into this book over and over again. Use it as a reference before you start to think about any marketing now or in the future. Share it with your team so that they can understand the importance of your marketing campaigns.

My greatest hope for this knowledge is that it can help dental practices improve their marketing game, enabling them to step up and get back in control. Safe in the knowledge that their marketing is well thought out, strategic, and being tracked, dentists can focus on providing amazing dental services to their patients.

Take your marketing one step at a time and, most importantly, have fun. What can be better than building strong and profitable relationships with your patients?

I wish you the very best of luck and success,

Carolyn

Let's keep in touch

I would love to hear any feedback you have on the book – what you loved, what you hated, and any questions that you have. You can stay in touch with me on social media or we may even meet at a presentation, training course, or expo sometime soon.

Contact

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Websites

Fully Booked – www.fullybookeddentist.com

My Dental Marketing – www.mydentalmarketing.com.au

Wellsites – www.wellsites.com.au

Social

Facebook – www.facebook.com/CarolynSDean.Author

LinkedIn – www.linkedin.com/in/carolyndean

Twitter – www.twitter.com/carolyn_dean

My Dental Marketing Services

'We believe your practice marketing should never be ad-hoc, but rather part of a larger strategy for business growth and prosperity. Long-term communication with your patients creates a valuable practice brand and builds your revenue.'

About My Dental Marketing

Founded in 2009, My Dental Marketing (formerly Wellsites*) has proven results in supporting dental practices to improve their marketing, attract more patients, and stand out from competitors. We pride ourselves in being the dental marketing expert working with you and your practice.

We are trusted consultants with specialist expertise in the dental industry. My Dental Marketing is passionate about helping dental practices attract and retain patients by delivering focused marketing solutions to suit a practice's needs. We understand that all practices are different and have different needs, different goals, and a huge range of different experiences behind them when it comes to marketing their practice.

My Dental Marketing and Wellsites have worked with over four hundred dental and medical professionals in Australia, New Zealand, and all over the world.

** Wellsites: An award winning specialist in marketing services and website design for dental, medical, and healthcare professionals*

Our services

My Dental Marketing is committed to assisting dental practices in using marketing to attract new and keep existing clients. We know that every dental business is unique, so our solutions are developed to best represent your business in style and affordability.

These solutions have long-lasting, visible effects on your practice, with continual updates and modifications to suit your changing environment and to constantly appeal to your clients.

Website design

A well designed and effective website is the key to successful dental marketing. We understand the very specific online marketing needs of the dental community.

Online marketing services

Once you have your website, you need to ensure that you can be found online. We can provide online marketing services such as SEO, PPC, email marketing, blog writing, and social media services.

Practice branding & identity

Well-considered, professionally designed dental practice branding instantly communicates your professionalism, competence, and character. We design materials that are a true representation of you and your practice.

Marketing services

We have a comprehensive range of marketing services such as fully customised practice marketing campaigns, marketing planning and strategies, public relations, patient reactivation campaigns, and referral marketing solutions.

Marketing coaching and consultancy

We have a team of marketing consultants that can work with you and your team throughout the nine-step process detailed in *Fully Booked*. Work with one of our experienced consultants who can answer all of your questions, provide guidance, and share the latest skills and knowledge needed to ensure your marketing is unsurpassed by your competition.

Contact us to find out more

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