

THE COMPLETE DENTAL MARKETING GUIDE FOR THE MODERN DENTIST

*How To Grow Your Dental Practice, Build Your
Brand & Attract New Patients Online*





As a dentist, you are the best at what you do, and are well versed in advanced science, enhanced patient care, and overall excellence. Unfortunately, being a great dentist doesn't always translate into getting more patients online. Sometimes these high value patients end up at lower quality or "big box" competitors, because these competitors understand how to leverage the power of the internet to get new patients online. The good news is, you can predictably acquire more new patients online with a little knowledge and the right dental marketing partner. Let us show you how easy it truly is. Keep reading our dental marketing guide to find out what you need to know to help more patients find you online.

This Dental Marketing Guide Will Teach You 3 Things

1. How to enhance your presence and tell your story better online.
2. How to attract and convert more new patients from the internet.
3. How to track and measure your website's return on investment.

WEBSITE DESIGN FOR DENTISTS

Did you know that [97 percent of people prefer to visit a dentist's website instead of calling the office](#)? That means that [website design](#) needs to be a priority for your practice. This goes beyond throwing up a website. You need to include website design elements that get results.

The right website design can increase your:

- » Website Views
- » Website Clicks

- » Phone Calls
- » Appointments

Sick of losing online to less qualified dentists with better digital marketing help? Find out what you need to include in your website design, along with what you should avoid in order to dominate your market online.

What Are Some Best Practices for Website Design for Dentists?

Dental websites come in different forms. However, the most successful websites incorporate best practices. When you use a company that specializes in dental marketing, your site will contain these important elements.

Unique Website Design

Far too many dental practices use generic templates and photos when designing websites. These practices typically use a marketing company that utilizes the same templates for all clients. That means if you visit all the clients that the marketing company represents, you will see similarities between the sites. You cannot stand out from the competition if your website looks like everyone else's. Your practice is special, and you can highlight that with a customized design made for your practice. Not only will your website stand out, but a unique website helps with branding and builds trust.

Click-to-Call Functionality

[Eighty-eight percent of people who use mobile devices to search for local businesses](#) call or visit the business within 24 hours. That includes people who use their mobile devices to look for dentists. A click-to-call function on your website will improve your chances of getting phone calls from visitors. People simply touch the phone number to make the call. That's much easier than inputting the numbers or doing a second Google search for the phone number. Include a click-to-call function in your [website design](#) to boost your calls.

Responsive Web Design

[Mobile internet usage passed desktop usage in 2016](#). As each year passes, more and more people ditch their desktops for mobile devices. Unfortunately, many dental practices haven't caught up with the trend. Far too many websites are created for desktop. When people access these sites on mobile devices, they don't display properly.

Other dental practices have created separate sites for mobile and desktop users. Having two websites can confuse visitors and hurt your search engine optimization (SEO) campaign. Instead, create a responsive website that properly displays on mobile and desktop sites. Regardless of the device used to access the website, the user will receive the best experience.

24/7 Live Chat

Few website design features are as popular as live chat. [Fifty-one percent of consumers believe that a business should always be available](#), and 92 percent are satisfied when they talk to businesses via [live chat](#). By adding live chat as part of your [website design](#), you can answer questions any time, take customer information, and even schedule appointments. This is an excellent way to collect leads and fill your schedule with appointments. It also frees up your phone lines, so your staff can handle emergencies if needed. Contact us to learn more about our 24/7 live chat service and how simple it is to get started.

Educational Videos

Many of the people who visit your website want to learn more before scheduling an appointment. By including educational [videos](#) as part of your website design, you can showcase your practice and explain different procedures to your patients. They will gather the information they need and then make an appointment.

Think of the videos as a way to warm up leads before converting them to patients. The videos answer many of the questions that patients have while also addressing their concerns. This will also free up your valuable time since you'll educate your patients online.

Online Reviews

[Approximately 90 percent of internet users check online reviews before choosing local businesses](#), including dental practices. Unfortunately, some dental practices don't highlight reviews on their websites. You can allow patients to leave reviews on your website or import reviews from other sites, such as Yelp. Then, you can create a review page for your site or have reviews sprinkled throughout the pages. Either way, the reviews need to stand out and be easy for readers to find. Adding reviews to your site is an easy way to fill appointments.



GPS Directions to Your Practice

Many of the people who visit your site will want to know where you're located. Will it be easy for them to get to your practice? Include a map of your practice as part of your

website design. They can open the map and get directions from their house. Then, they'll know if your office is close to their homes.

Accepting New Patients

Countless people call dental practices to [schedule an appointment](#), only to discover the practice isn't currently accepting new patients. This is frustrating, and now, some people only call practices if they know they can schedule an appointment. Include "Accepting New Patients" on your site if your practice is currently taking new appointments.

Trust Signals

You also need trust signals on your website. These signals build trust with visitors and increase your conversion rate. Trust signals include dental memberships and associations, dental products you use, and the dentist's education and training. If people don't see these trust signals, they might leave the site and search elsewhere.

Strong Call to Action

Any [website design](#) for dentists should include a call to action (CTA) on every page. Your CTAs can differ based on the page but might include telling people to call for an appointment or to enter their information to receive a free download. The CTAs should be direct and specific, so you can gather leads and get new patients.

What to Avoid With Your Website Design?

Effective website design for dentists doesn't just include the best practices. The best designs also avoid common mistakes. Learn some of the most common mistakes found on dental websites.

Too Little Content

If you offer lots of dental services, you might want to lump them all together, so you can avoid creating content for each service. However, your site needs to educate visitors. Take the time to create amazing content for each service. Also, include an "About Us" page, homepage, and more so your visitors find everything they need on your site.

Website Design That Overwhelms Your Visitors

You need to break up the content on your website so it's easy to follow. If people just see a wall of text, they'll be overwhelmed. Use images, videos, and whitespace to break up the content.

Bad SEO Practices

If you don't use SEO practices as part of your website design, no one will find your website. You need to think about keywords, title tags, alt tags, and more when creating your site. Even the site speed impacts your search engine rankings.

Website Design with Poor User Experience

While you want to make the search engines happy, you also need to think about the end-user. If your site provides a poor user experience, you won't get conversions. Over time, the poor user experience will also hurt your search engine ranking. Take the time to make sure that your site delivers the best user experience possible

Break Free from the Competition with Professional Website Design for Dentists

Building a professional website is hard work if you aren't a skilled website designer. [Accelerate Dental Marketing](#) provides professional website design for dentists. We help small to midsize dental practices go toe-to-toe with corporate practices, and we can help you. [Contact us](#) for a free assessment and quote for your custom website design.

Follow us on [Facebook](#) for daily updates and dental marketing tips!

SEO FOR DENTISTS

At one time, you relied on word-of-mouth advertising for your dental practice. You knew that providing the best service to your patients was enough to get the word out that you are a dentist they can trust. You might have added a listing in the Yellow Pages, as well, but that was all that was necessary. Times have changed, though. Now, [90 percent of consumers use search engines like Google to find local businesses](#), including dental practices. Search engine optimization, or SEO for dentists, will help you reach those new patients online.



What Is SEO for Dentists?

If you were to go to Google and search for “dentist near me,” a list of results would come up. Google selects these results based on [SEO](#). Basically, it matches the keywords typed into the search box with [websites](#) that optimize for different ranking factors.

The better the search engine optimization strategy, the higher the website shows up in the results. You want to be on the first page of Google's listings, so you can get as much

organic (free) traffic as possible. Your position makes a big difference in the number of clicks you'll receive. [More than 70 percent of searchers](#) click on one of the sites listed on the first page of the results. Websites on the second and third pages only receive 5.59 percent of the clicks, so the first page is certainly coveted.

To make it to the first page of the results, you need to address the different SEO ranking factors. If your marketing campaign addresses each factor, you can reach the front page of Google and other search engines, as well. This is the key to driving more traffic to your website and getting more appointments at your dental practice.

What SEO Factors are Important to Know?

Search engines look at on-page and off-page ranking factors when determining where your site will show up in the results. Let's take a closer look at each of these.

On-Page Ranking Factors

On-page ranking factors refer to the search engine optimization tactics you employ on your website. Search engines regularly crawl websites, gleaning information. Your SEO strategies help search engines understand what your site is about and where it should rank when people conduct online searches.

The best websites optimize the:

- » Content
- » Title Tag
- » URL
- » Images
- » On-Page and Outbound Links

If you're new to [SEO for dentists](#), this can be confusing, so let's break down each on-page ranking factor.

Content is King

The best SEO strategy regarding website content has changed a great deal recently. Until several years ago, dental practices would stuff their websites with keywords to move to the top of the search engines. Search engines realized they were not delivering the best content to people when they put the keyword-stuffed websites at the top of the list. Because of that, dentists have to find a balance between keywords and high-quality content. You need to choose keywords that your patients search for and use those as a starting point for providing valuable content that will help readers.

Your content should be relevant, timely, and shareable. Along with content on the main webpages, you need to have a blog that provides up-to-date content published on a

regular basis. Another great idea is to include long-form guides and eBooks as they are typically more comprehensive and rank extremely well online.

Title Tags

Title tags are also important for your on-page SEO. You likely already have a [website](#), but if you don't have title tags, the search engines will have trouble gleaning the necessary information when crawling your site.

Title tags show up in the search results. Go back to the example where you typed "dentist near me" into Google. The hyperlinked sentence in blue is the title tag. You need a descriptive, keyword-rich title tag.

URLs

In the past, [SEO](#) experts recommended using exact-match domains. For instance, if you have a dental practice in Dayton, Ohio, your URL might read "DaytonDentist.com." Exact match domains aren't necessary anymore. Some unscrupulous marketers used them to spam readers, so now, Google associates exact match domains with spam.

Instead of focusing on exact match domains, you need to spend some SEO capital on your URL hierarchy. This refers to the URLs that display as people travel through your website.

Assume the URL for your website is "example.com." Someone visits the homepage and then clicks on "treatments." The URL should be "example.com/treatments." If they dig a little deeper into treatments and click on "root canals," the new domain should be "example.com/treatments/root-canals."

These URLs don't just look better to the human eye. When you use a URL structure, it's much easier for search engines to see how the pages are related. This will help you move up in the search engine rankings.

Images

Your dental practice should use lots of images on the website. People are visual by nature, and if they only see a wall of text on your website, they'll get overwhelmed and leave the site. Images do more than keep your visitors interested in your website. You can use images to boost your SEO campaign by using alt text. These tags tell the search engines what your images are. The best alt text tags contain descriptive keywords, so the search engines will match your images to searchers.

On-Page and Outbound Links

Your dental practice website needs to link to authoritative sources as part of its SEO campaign. When your content links to an authoritative source, you build credibility with Google and other search engines. For instance, linking to the American Dental Association will boost your [SEO for dentists](#).

You also need to incorporate an on-page linking strategy. Link to relevant pages on your website, so Google understands how the pages are related.

What Is On-Page SEO for Dentists — Technical Factors?

There are also technical factors to consider with your on-page SEO campaign. Google wants users to have the best experience, and if the technical aspect of your website isn't up to snuff, you'll take a hit.

Technical SEO factors you need to address include:

- » Site Load Time
- » XML Sitemap
- » HTTPS Status Codes
- » Crawl Reports

This can be very confusing if you aren't experienced in search engine optimization. It's wise to get help with your SEO campaign, so you can ensure it's running smoothly.

What Is Off-Page SEO for Dentists?

Off-page SEO refers to the actions taken off your [website](#) to build your SEO campaign. You might think these actions are out of your hands, but that's not the case. With a properly managed SEO campaign, you can control these factors, as well.

Link building is one of the most important off-page SEO factors. Remember how you want to link to authority sites to build credibility? You will also build credibility by having those sites link to you. Having and promoting quality content is the best way to make this happen.

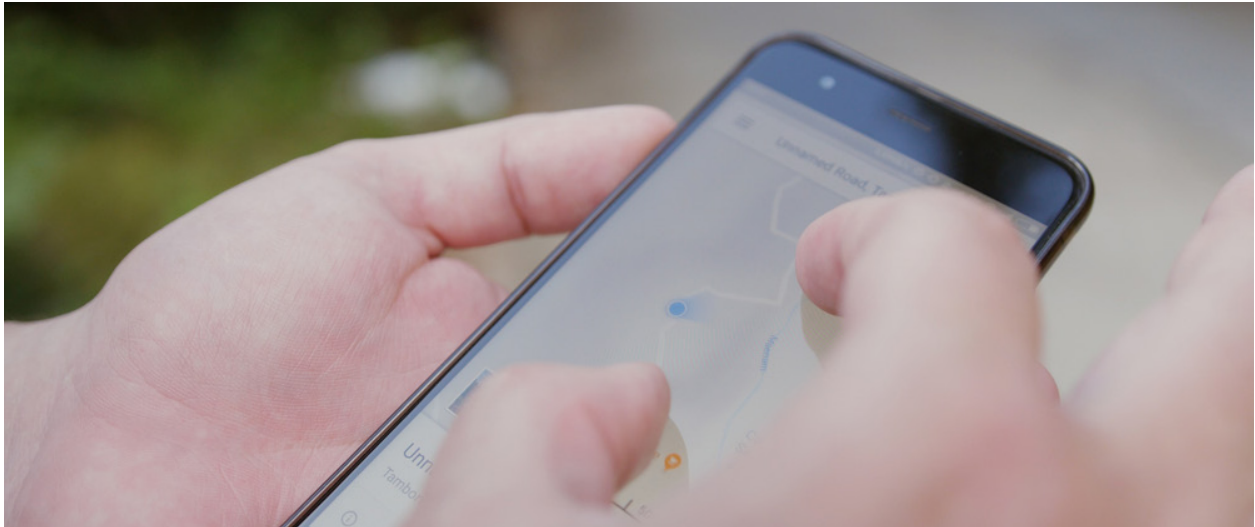
Other off-page [SEO](#) techniques include:

- » [Social Media Marketing](#)
- » Influencer Marketing
- » Brand Mentions

Are You Ready to Reach More Patients? Learn more about SEO for dentists!

Our digital marketing services will give you an advantage, even if you're competing against corporate dental practices. You can stand toe to toe with corporate practices in the online world and get a large share of the clients with the right search engine optimization campaign.

[Contact us](#) today to learn more about our search engine optimization services for dentists. Follow us on [Facebook](#) for daily updates and dental marketing tips!



LOCAL SEO FOR DENTISTS

Competition for the top position in Google is more competitive than ever. Local SEO helps dentists rank on the first page locally when potential patients are looking for a dentist in their area. Did you know that [46 percent of all Google searches are to find local information](#)? That includes searches for dental practices.

You want your website to come up when people search for local dentists, so you need to incorporate a local search engine optimization ([SEO](#)) strategy. Then, when people search for “dentist near me” or “dentist in (city, state),” your practice will appear. This is critical if you’re going to grow your practice. Local SEO for dentists can be a bit confusing if you’re not a marketing expert. Let’s look at some of the most vital components that are included in our local SEO strategy.

What is Local SEO and Why is it Important for Dentists?

Find Location-based Keywords and Optimize Your Site for Local SEO

Location-based keywords are the foundation of a local SEO strategy. These keywords let Google and other search engines know that they need to display your website when people search for a dentist in your area. Of course, you aren’t the only dental practice fighting for virtual real estate on the internet, so you need to be smart about the keywords you choose.

For instance, if 20 dental practices are using and ranking for “dentist in Louisville, KY,” you would need to choose variations, so you can claim the top listing. Variations might be “Louisville, KY, dentist” or “dental practice in Louisville.” You need to conduct proper keyword research and then add the location-based keywords to your website. However, don’t overdo it. If your copy is stuffed with city and state terms, it won’t flow well. Keep the reader in mind while creating quality content that the search engines can index.

Create Location-based, Authoritative Blog Posts

Search engines and patients love quality content. You’re more likely to rank high in the results if you provide regular content with a local twist. For instance, you can write a [blog](#) post about dental trends in your area or write a post about easing dental fear for patients in your location. Again, you don’t have to overdo the location-based keywords but sprinkle them in to let the search engines know where you’re located.

Claim Your Google My Business Listing

If you go to Google and search for a dentist in your area, you will see a map with listings under it. When you click on one of the results, you’ll see the practice’s name, address, phone number, directions, and more. You can even look at photos and access the practice’s website. This is the practice’s Google My Business listing, and it is one of the most important aspects of local SEO. It is impossible to reach the top of the search results if you don’t claim and optimize your Google My Business listing.

After you claim your listing, you’ll need to verify it. Then you can optimize it by filling out the information. Be sure to include the local keywords you found in your listing. While you can just create a basic listing, go the extra mile by choosing a secondary category for your practice. For example, if you’re a pediatric dentist, choose that as your secondary category. You can add multiple secondary categories, so choose as many as needed to represent your practice.

Then your listing will come up in the results. Just like regular search results, Google analyzes different factors when choosing which listings to display. Google considers the relevance, distance, and prominence of the listing. Your listing might not display at first, but your local SEO marketing company can help you move up in the results.

Get Listed on Online Dental Directories

Dental directories can help you build local authority. This, in turn, can help your [web-site](#) show up when people search for “dentist near me” or “dentist in (city, state).” Include your practice in high-quality directories, such as:

- » ADA.com
- » Dentaltown.com
- » 1-800 Dentist

Also, look for dental directories in your area. Just be careful before adding your site to different directories. You only want to choose high-authority directories as part of your local SEO campaign. If you list your practice on a low-quality directory, your website could pay the price. Google analyzes the authority of the directories before determining a site's rank, so choose wisely.

Generate Online Reviews for Local SEO

Online reviews can impact your local SEO. Search engines consider online reviews when ranking websites. Also, online reviews can influence people when choosing a dentist. You should have a strategy for generating reviews for your practice. This might include [email marketing](#), asking for reviews at your practice, or calling people after services. Be sure to include an online [reputation management](#) strategy, as well, so you can put your best foot forward when managing your local SEO campaign.

Check Your NAP

NAP is the acronym for Name, Address, Phone Number, and it plays an important role in local SEO. Search engines expect the NAP to be consistent across all sites. That means your name, address, and phone number need to be the same on your website, directories, review sites, and [social media](#) pages.

Even a small deviation can cause your SEO to tank. Even if you think your NAP is the same across the internet, it's worth a look. Countless practices make this mistake, and it hurts their search rankings.

Build Local Links

You can give your local SEO campaign a boost by incorporating a local link building strategy. Look for authoritative sources in your area and then link to them. This can include local dental organizations. You can link to them on your website and your [blog](#) posts. You can also build local links by doing some guest blogging for websites in your area.

Optimize for Voice Search

Many prospective patients use their voices to search for dentists in their area. You can reach these people by optimizing for voice search as part of your local SEO strategy. Think about how people use voice search compared to a standard web search. When people use the standard search feature, they might type "dentist near me" into the search bar. However, with voice search, people are likely to ask, "What dental practices are near me?"

Think about the questions people will ask when using voice search, so you can optimize your website. You need to be careful doing this since questions don't always sound natural when placed in the content. Take special care to provide the best experience for your

site's visitors while still attracting local searchers. While this takes some finesse, you can enjoy some major benefits with this strategy.

Get Help With Local SEO Today!

If you don't have a local SEO strategy, the people in your community won't find your practice. Fortunately, [Accelerate Dental Marketing](#) is here to help you build a strong strategy that gets results. From finding the right keywords to optimizing your site for voice search and so much more, we will handle all of the work for you.

We specialize in dental marketing, so we understand your unique needs. After speaking to our clients, we realize that many are fearful about corporate dental practices moving into their neighborhoods, and they want to find a way to be competitive in the changing landscape. We can help you accomplish just that.

[Contact us](#) today for a free quote for our local SEO services. With us as a partner, you can be more competitive in the dental industry, even if you are right next door to a corporate practice.

Follow us on [Facebook](#) for daily updates and dental marketing tips!

VIDEO MARKETING FOR DENTISTS

[One-third of online activity is devoted to watching videos](#), so video marketing should be a priority for your dental practice. You can use videos to educate and engage viewers, and your marketing efforts can result in new patients. If you're new to the world of online marketing, you probably have some questions about video marketing. Learn more about the type of videos you can make and how to market them. With the right strategy, you can boost your revenue and fill your chairs.

What Types of Video Content Are Important?

You might think that you are limited when it comes to content for your videos, but that couldn't be further from the truth. As a dentist, you have a wealth of information to share. Learn about some of the videos you can create and upload online. Don't stick with just one type of video, either. You need to provide an assortment of content to get the best results.

Practice Overview Videos

While you could have tons of text on your website to explain your practice, people are much more likely to watch [practice overview videos](#). These videos can be as short as 60

seconds or as long as 90 seconds. You can use the video to explain what your practice offers and to introduce the staff.

Patient Education Videos

You provide lots of valuable procedures for your patients. You likely offer preventative and restorative treatments and might provide cosmetic services, as well. Your patients want to know as much about procedures as possible before undergoing them, and you can educate them with 3-D videos. These videos can take patients through the entire treatment process, so they will know what to expect. Your patients will have more confidence when they know the steps that occur during different procedures, and that can alleviate some of their dental anxiety.

Testimonials

Testimonials are the way to get word-of-mouth referrals in the digital age. When patients sing your praises in these videos, others will take notice and book an appointment. Considering that [91 percent of people between 18-34 trust reviews as much as personal recommendations](#), this is a very powerful tool and should be part of your video marketing campaign.

Before and After Videos

Before and after pictures are always popular for dental practices, but videos are even better. People put more trust in videos than images, and videos can be more detailed. Create before and after videos for different procedures, so people will see your amazing work.

Promotional Videos

If your practice is running a promotion or has another exciting announcement, use a video to announce it. Keep these videos short and to the point, and if it's a promotion, don't be afraid to make people share the video to enter. That's an easy way to help your video go viral.

Hygiene Skill Reviews

Even the most compliant patients need refreshers from time to time. Let your hygienists' personalities shine while they educate patients on the best hygiene practices. These refresher videos can remind patients about the best brushing and flossing techniques and can even include new products. You can also create videos that demonstrate the proper way to clean teeth with braces or how to care for retainers. You will be surprised by how popular these types of videos are and they are relatively easy to make.

Interview Videos

You have spent your career connecting with patients who come inside of your practice. Now that you are moving to the digital world, you need to connect with people you've yet

to meet. Interview videos will help you accomplish that. Create “get to know the dentist” videos, where an interviewer asks you a series of questions, such as “Why did you choose to become a dentist?” and “What is your favorite part of patient care?” These videos will help you reach new people, and it’s a great way to showcase your personality and knowledge.

Fun Videos

You don’t have to be all business with your [video marketing](#) campaign. Sometimes, it’s fun to mix things up with a humorous video. If you do some digging, you’ll find dental practice videos of the entire staff taking the refractor bubble challenge and doing other fun and quirky things. These videos showcase your staff’s personality and make people feel more welcome. While you don’t want all your videos to be humorous, it’s good to mix some in occasionally.

Where Should You Put the Videos to Maximize your Video Marketing?

Creating excellent videos is step 1. Step 2 involves distributing those videos. Where should you put the videos, so they get the best results?

Your Website

Your website is an excellent place to put your videos, especially your landing page. You want people to contact you once they reach your landing page, and videos can help. Your [conversion rates can increase by as much as 86 percent](#) when you put a video on the landing page.

Facebook

Your dental practice should have a Facebook page. You can host a variety of content on the page, including videos. [Videos on Facebook have a 135 percent greater organic reach](#) when compared to photos. These videos are also more likely to be shared, so be sure to add some of your best video content to Facebook.

YouTube

YouTube is one of the best places to run a video marketing campaign. First, Google owns [YouTube](#), so your videos will have priority in the search results. Second, [YouTube has more than 2 billion users](#). If you want to reach a large number of people, it makes sense to create a YouTube channel and upload your videos to it.

Instagram

If you go to Instagram and search for the hashtag #dentist, you’ll see a wealth of content, including videos. Regular Instagram videos can be up to one minute long, while live stream videos can be as long as one hour.

While you won't want to post all of your videos here, you should upload your most interesting ones. This is a great place to post funny videos, promotions, and before and after videos. Also, you can upload some of your short procedure videos.

Getting Technical — What's Important to Remember with Video Marketing?

You need to go beyond creating an excellent video and then promoting it. Branding and [search engine optimization](#) also are necessary to get the most out of your video marketing campaign.

This is where so many dental practices fail. They create amazing videos and upload them to different channels, but don't get the reach or exposure because they ignore the technical aspect of dental marketing.

You need to think about the:

- » Title
- » Thumbnail
- » End Screen
- » Video Description

This can be complicated if you aren't trained in online marketing. It's wise to let a marketing company handle this for you.

Get the Help You Need for Your Video Marketing Campaign

You see lots of patients each day, and you don't have time to worry about video marketing. You want to reap the benefits of it, but you cannot come up with ideas, shoot videos, and meet the technical demands of getting viewers.

We are [dental marketing](#) specialists, and we offer free consultations and website assessments. After analyzing your site and practice, we can develop a video marketing campaign to help you engage and connect with your audience. From continuing the relationships with existing patients to reaching new ones, your marketing campaign will be built to get results.

[Contact us](#) today to learn more about our video marketing services.

Follow us on [Facebook](#) for daily updates and dental marketing tips!



WEBSITE ANALYTICS & REPORTING FOR DENTISTS

As a dentist, you understand the importance of data. Some of your most important data is located in dental records. Each time a patient comes to your practice, you review the record to help you provide the best care possible. Just like patient data is important for providing the best service, [website](#) analytics data is critical for optimizing your marketing campaign. Website analytics & reporting is necessary if you're going to generate more patients for your practice. Think of all the new patient charts you can create when you start growing your practice.

Let's look at some of the information you can learn with website analytics reporting for dentists, along with why this is so important.

How Can Website Analytics Help You Learn More About Your Visitors?

Website analytics & reporting allows you to gather information about the people who visit your site. You can discover the gender, age, interests, and more. This will give you a better idea of the people who are drawn to our practice. You can use that information to create content and advertisements that are sure to like.

Also, you can adjust your marketing message to draw in other demographics, as well. For instance, assume that almost all of your website visitors are men. You need to find out why you aren't appealing to women and then create a new campaign that attracts them to your website.

How Can You Make Sure Your Marketing Efforts Are Reaching the Right People?

Many dental practices forget to use [local SEO](#) strategies when marketing their websites. Because of this, their websites drive traffic from around the world. While it's nice to see high traffic numbers when reviewing website analytics & reporting, traffic from across the world isn't going to help your practice.

Review the geographic data for your website's traffic. If your traffic is almost completely local, you're doing a good job with local SEO. However, if you notice your traffic comes from all over the world, your local SEO campaign is lacking. Google might not even realize you provide a local service. You need to develop a local SEO strategy so you only reach the people who can visit your dental practice. Once you implement the strategy, keep an eye on this metric. You should notice that your local traffic spikes while traffic in other places almost disappears.

Why Are Acquisition Channels Important?

If you're new to the world of digital marketing, you might not realize the importance of acquisition channels. This refers to the channels people use to get to your website. Web analytics & reporting breaks down your visitors by acquisition channel. This is very important since it shows you which marketing methods are driving the most traffic.

Acquisition channels include:

- » Direct
- » Referral
- » Social
- » Organic
- » Paid

After you discover the campaigns that are driving the most traffic, you can optimize the other campaigns so they will also get results. For instance, if your social campaign drives lots of traffic but your organic campaign doesn't, you'll know you need to work on your [search engine optimization](#) strategy.

How Can You Use Website Analytics to Identify Popular Services and Conversions?

With website analytics & reporting, you can follow a visitor's journey on your website and see which pages are accessed. That includes the services pages on your site. You likely

have separate pages for each service, and you can easily discover which of those pages gets the most visits. Then, you can create marketing campaigns around those pages since they are the most likely to generate interest.

Also, you can analyze how many conversions you get from those visits. Then, you can take action to increase your conversions if necessary.

For example, assume that you have a page for laser teeth whitening. It receives the most visits, but only 1 out of every 200 people schedule an appointment. That's a valuable insight. Now you know that something is preventing people from making an appointment. Is the price of the service too high? Does the website do a poor job of explaining the procedure and showing off the results? Did you forget to include a clear call to action? Once you get to the bottom of the problem, you can fix it and then increase your phone calls.

Can You Use Website Analytics to Discover When You're Losing Visitors?

No one stays on your website forever. Everyone ends up leaving, and with website analytics & reporting, you can find out the length of the visits and the exit pages. Sometimes, the exit pages make sense. For example, if you offer a free dental [e-book](#) and people exit after downloading it, that's a normal action. However, if people tend to exit on a service page without making a phone call, you might need to make some changes.

You also need to consider the bounce rate when looking at exit pages. The bounce rate is the percentage of visitors who go to your landing page and leave without taking any sort of action. [The average bounce rate ranges from 41-51 percent](#), but you can get yours lower with the right marketing strategy.

If your website has a high bounce rate, you can take action to fix it. There are lots of reasons that people leave your site without taking any action, so you'll need to do a [website audit](#) to find the culprit. It could be slow site speed, misleading title tags and descriptions, poor content, or a technical error. You could even have a high bounce rate because your site isn't mobile-friendly. Once the problem is fixed, your bounce rate should go down.

How Can You Track and Measure Your Website Goals?

When you created a website, you likely had objectives in mind. Your objectives might include getting phone calls and appointment requests on your website. You also might set a goal of people downloading your dental e-book or watching your informative videos.

With website analytics & reporting, you can find out if you're reaching your goals. Start by setting your goals in the analytics program and then monitor it. If you're reaching your

goals, that's fantastic. However, if you aren't reaching your goals, you can identify and fix the problem that's holding you back. Then, you can march closer to your goals.

Get Help with Website Analytics & Reporting

If you want to boost your dental practice, website analytics & reporting is a must. However, it's also very complicated. You have to know which metrics to pay special attention to and what action to take if you don't meet industry benchmarks. This can be overwhelming for dentists who aren't experienced in marketing.

[Accelerate Dental Marketing](#) provides website analytics reporting for our dental clients. Since we specialize in marketing for dentists, we know which metrics are the most important for your practice. We also understand the best practices for dental marketing, so we can make the changes necessary to help you compete with other practices.

While we will handle your website analytics & reporting, we are also fully transparent. Once you sign up for the service, you will receive 24/7 access to our client portal. You can review analytics and reports at any time of the day or night to see how your website is performing. Since analytics are updated in real-time, you can even check on your website throughout the day.

We offer free site assessments, as well as free quotes for website analytics reporting and our other services. [Contact us](#) today to get your assessment and quote. Then, you can let us handle your marketing so you can focus on patient care.

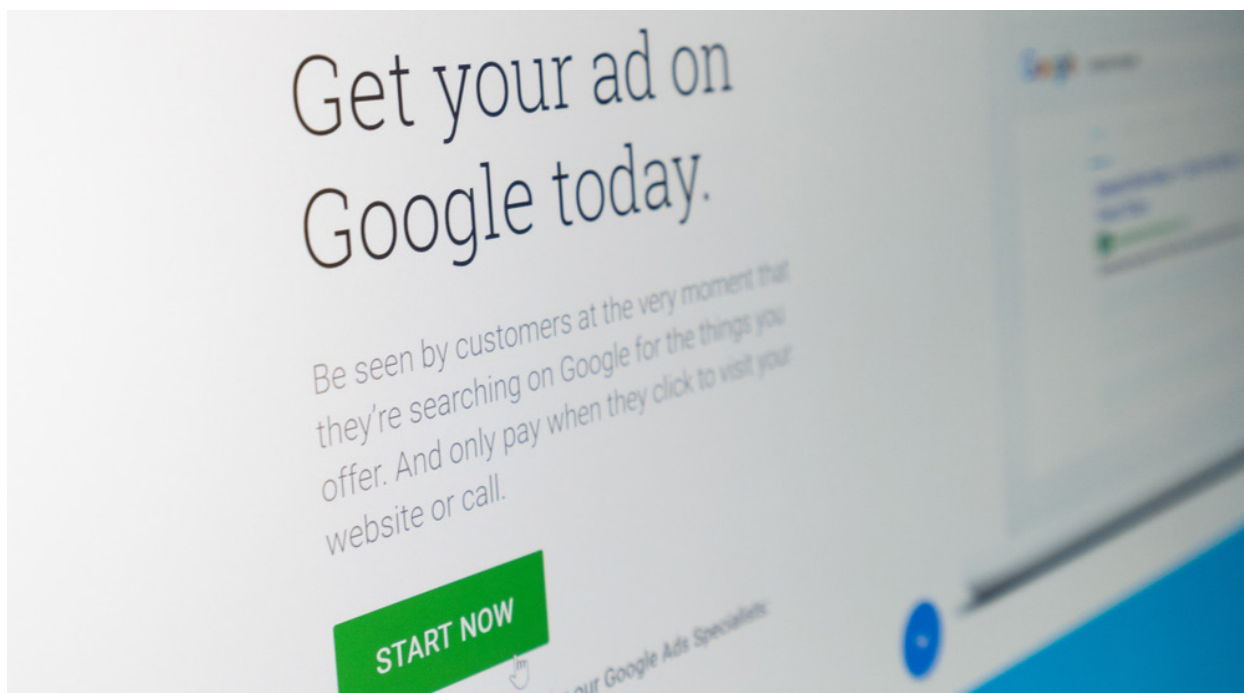
Follow us on [Facebook](#) for daily updates and dental marketing tips!

PPC ADVERTISING FOR DENTISTS

Many experts say that [dentists should see 8-12 patients](#) each business day. Since practices lose up to 10 percent of their patients each year due to normal life events, you have to develop a marketing strategy to ensure you meet industry benchmarks regarding the number of patients you see. Pay-per-click, or PPC advertising for dentists, is one of the most effective ways to market your practice online.

What Is PPC Advertising?

You see PPC ads every time you conduct an online search, but you probably don't realize it. If you went to Google and searched "dentist near me," you would see some ads directly under the search bar. "Ad" is written next to the URL. Dental practices bid on keywords, and when you type those words into the search bar, the ads are triggered. If you click on one of the ads, the practice is charged. That's why the ads are called pay-per-click. The owner of the ad pays every time someone clicks on the ad.



What Are The Benefits of Pay-Per-Click Ads?

Many of the most successful dental practices use PPC advertising due to the numerous benefits. Let's go over some of the benefits you can expect if you start a PPC campaign.

Does PPC Provide Immediate Results?

If you're behind your competitors regarding SEO, it can take months or even a year to catch up. That's not the case with PPC advertising, though. Even if your competitors have been running ads for years, you can jump right in and compete. If you set up and manage your account properly, your ads can show up at the top of the search results immediately. If you're ready to go head to head with your competition, it makes sense to run PPC ads.

How Can PPC Increase Phone Calls?

Most new patients book appointments over the phone, meaning the more phone calls you can drive to your practice, the more appointments you can book. PPC advertising can help you generate more calls. Take Google Ads, for instance. This [PPC platform is responsible for more than 40 million calls each month](#). You just need to enable the call feature on your ads, and potential patients can flood your lines. Then, you can fill your schedule with new patients.

What Targeting Options Are Available with PPC?

PPC advertising is a popular choice in part due to the targeting options. It's easy to reach your target market with these ads. You can target based on demographics, location, and

so much more. You can even create different ads that target different groups. Then, each ad can speak directly to potential patients.

Is PPC Measurable and Trackable?

When you engage in PPC advertising, you can measure and track everything, from the impressions to the conversions. It's very easy to see if a campaign is performing as expected. If it isn't, your marketing team can quickly change it, so it generates better results.

WHAT ARE SOME COMMON PPC ADVERTISING MISTAKES?

If you were to audit different PPC campaigns, you would find lots of mistakes. Many dental practices are not sure how to effectively manage these campaigns, so they make serious mistakes that cause them to waste money.

No Call Tracking

Far too many dental practices use PPC advertising to generate calls, but they fail to use call tracking. Call tracking allows you to match the traffic source to the phone call. You can find out what keywords and ads triggered calls when you use call tracking. If you're serious about running an effective campaign, PPC call tracking is a must.

Bidding on Generic Keywords

Broad and generic keywords won't provide the results you want. Instead, you need to bid on longtail, intention-based keywords.



Assume you bid on the word "dentist." That's a very generic term, so your ad can be triggered even when people aren't looking for a dentist. Someone might Google "dentist memes" and see your [ad](#). Someone else might look for "how to become a dentist," only

to see your ad. Neither searcher has any interest in making an appointment, so your ad will be ignored. On the other hand, if you choose keywords that show intent for making an appointment, such as “dentist near me,” your ads will get the conversions you want.

You might think this isn't important since you only pay for ads when people click. However, Google assigns a quality score to each advertiser. It analyzes different factors, including your click-through rate. A poor click-through rate will cause your score to drop. Then, your ads will cost more to run, and they might not show up as often.

Failing to Split Test Ads

You always want to improve your campaign, whether it is your website's [SEO](#) or your PPC advertising. Split testing is the best way to tweak and optimize your campaign. To do this, you will create two ads that are almost exactly the same but have a small difference. You might tweak the ad copy or the call to action in the ads. Then, run the two ads to see which one performs better. Keep in mind that split testing shouldn't be a onetime thing. You can run another split test using the ad that performed better in the first test and just keep going. There's always room for improvement in digital [advertising](#).

Copying Ads

This isn't just a problem for dentists who run PPC ads. It seems like companies in every industry copy ads. They tweak the ads slightly, but the text is far too similar to the direct competition. You cannot stand out from the crowd if your ads look the same as other ads. Get creative with your ads, so you can draw eyes to the text. Then, you can get the clicks you need.

Poor Targeting

It's true that just about anyone can become a patient at your practice. You serve men and women and possibly children. As long as people have teeth, you can help.

However, you do have geographic limitations. Unless you serve a rural community where people have to travel for all services, your patients likely won't drive more than 10 miles to see you. Many don't even want to go that far and prefer to find a dentist that is only five miles away. You need to use location targeting, so your ads don't appear to people who aren't likely to drive to your practice. There's no sense in displaying ads to people who will click on the link, only to see you're too far.

Get Help with PPC Advertising Today!

PPC advertising is probably one of the most difficult marketing methods to master. Between choosing the keywords and creating the ad copy, there are lots of steps you

must take. A single mistake can cause your ad spend to increase while your conversions decrease.

[Accelerate Dental Marketing](#) can set up and manage your PPC advertising campaign. Our marketing firm specializes in dental marketing for small to medium-sized practices. With our help, you can go head to head with the big box practices. You'll generate more leads, schedule more patients, and generate more revenue with our help. Also, you can always check in on the campaign by accessing our client portal. It contains analytics and reports, so you never have to wonder how your campaign is performing.

[Contact us](#) today for a free quote for our PPC advertising services.

CALL TRACKING FOR DENTISTS

While some of your patients schedule appointments online, most do so over the phone. Call tracking allows you to find out how those callers accessed your number and called you. This is critical if you're going to maximize your marketing dollars and fill your practice with patients. Go over some of the most important benefits of call tracking for dentists. Then [schedule a free consultation with Accelerate Dental Marketing](#).

How Can Call Tracking Help You Measure Your Return on Investment?

You know that you have to spend money to make money for your dental practice, but you also don't want to overspend. It's critical to track your return on investment (ROI) for your marketing efforts. Then you will know how much it costs to attract a new patient across each channel. You'll discover that the ROI is much better for some marketing strategies for others, so you can put more money into those efforts while scaling back on other endeavors.

Since [43 percent of search-related conversions happen over the phone](#), call tracking is necessary to determine your ROI. The system tracks each call made to your practice to the source. For instance, you can determine if a call comes from your website, paid ads, [social media](#), or specific search networks.

Call tracking can go even further than that, though, by following the caller's entire journey. For example, assume someone sees a search ad for your practice and clicks on your site. Then the person goes to your Facebook page and back to your website, finally making the call. You can see the complete picture, so you will understand all the steps taken – and the marketing resources used – to convert the caller into a patient. When you have

this type of information, it's much easier to optimize your marketing dollars. Before long, you'll be able to increase your ROI.

How Does Call Tracking Help You Shorten the Conversion Funnel?

Since you can follow the customer journey with call tracking, you can also shorten the conversion funnel. For instance, if you find that most of your callers start with Google, visit your [website](#), go to your Facebook page, and then read reviews on Yelp, you can tighten up the funnel by providing more information on your website. You can include your social media feeds and reviews on the website, so people will have everything they need right there. Then they won't have to spend as much time researching your practice. They can visit your website and call. By shortening the funnel, you'll get more calls.

Can You Improve Ad Scheduling with Call Tracking?

With the insights gleaned from call tracking, we can schedule your ads, so they only display when they generate the most leads. This is a way to save money since you won't have to pay for clicks at times you're less likely to receive calls. Call tracking allows you to find out when your ads are the most effective. Then we optimize your advertising campaign to show your ads when they are most likely to bring patients into your practice. This will also help you increase your ROI for your ads.

Learn to Speak Your Patients' Language With Call Tracking

Call tracking can also track the keywords people searched before calling your practice. This is very valuable. When you determine the keywords people are most likely to search for before dialing your practice, you can optimize your marketing campaigns. Including those keywords on your website and ad copy will help you get more calls. Finally, you'll speak your patients' language and get the results you want.

Why Is It Important to Analyze the Time Per Call?

Call tracking also allows you to find out the average time each caller spends on the phone with your practice or dental answering service. The average length of each call allows you to gain insight into your marketing efforts. Most calls to dental practices should be relatively short. People call to make appointments or ask quick questions. However, if your average call is 5 minutes or longer, it means something is missing from your marketing efforts. Your website likely doesn't provide enough information, so people must call your practice and ask lots of questions. Then they use those answers to decide if they want to

visit your practice. By providing more information online, you will warm leads before they pick up the phone. That can help you get more patients. It will also reduce the strain on your receptionist or [answering service](#).

Can You Gather Geographical Data With Call Tracking?

As a dental practice, you serve the local market. If your practice is in St. Louis, Missouri, you will not serve patients in Omaha, Nebraska. Call tracking allows you to see the geographic location of each caller. If your practice is getting calls from people outside of the service area, you know you need to fine-tune your marketing campaign. You need to boost your [local SEO](#) efforts, so you only reach the people in your market that will schedule an appointment at your practice. Once you do this, two things will happen.

First, you will increase your ROI since you won't waste money advertising outside of your service area.

Second, since your efforts will be concentrated in one area, you should see an increase in conversions. It's amazing what happens when your marketing efforts reach the right people.

What Are The Benefits of Call Tracking?

Improve Customer Service

With call tracking, you can analyze the phone call conversion rate. Then you will know if your customer service efforts are lacking. For example, if only one of 10 callers schedule an appointment, that's a sign that your receptionist isn't compelling people to visit your office.

You can take this further by having your call tracking service record and score phone calls. Then you will find out what your receptionist is doing right and wrong. With proper training, your receptionist can start booking more appointments for your practice.

Follow up With Leads

Since call tracking gathers data, you can follow up with people who didn't schedule an appointment. Maybe you are running a special at your dental practice, and you think that person would be a good fit for it. You can have your receptionist call the person and try to make an appointment. You'll find that you can book lots of appointments with follow-up calls when you use a call tracking service.

Optimize Your Campaigns With Split Testing

Split testing is one of the most beneficial marketing strategies out there. This is the process of testing marketing campaigns to see which one converts better. For example, you

can create [PPC ads](#) with the same message but different headlines or calls-to-action to see which converts better. You can even create landing pages for your website with different headlines as part of your split testing campaign. With call tracking, it's much easier to see which campaign performs better. If you want to optimize your marketing efforts, call tracking is a must.

Get a Free Quote for Call Tracking for Dentists

Call tracking for dentists is an essential part of an internet marketing campaign, and [Accelerate Dental Marketing](#) can help. We work exclusively with dental practices and use the best strategies for tracking calls and helping you attract new patients. Also, with 24/7 access to analytics, you can see how your campaign is performing at any time. [Contact us today](#) to get a [free assessment](#) and quote for your practice.

DISPLAY ADVERTISING FOR DENTISTS

Paid ads are an excellent way to expand your reach online. That includes ads on the Google Display Network (GDN). The network consists of websites that run ads for marketers. Dentists normally run image ads, although you can create extremely profitable text ads, as well. [The network reaches 90 percent of worldwide users](#), so you can attract lots of new patients with [display advertising](#).

Before you embark on a new advertising campaign, you want to learn more about it. Learn about the benefits of display advertising, as well as some practices you need to avoid. Then you'll be ready to take the next step.

What Are Some Benefits of Google Display Advertising?

You'll be amazed by the numerous benefits your practice can receive by utilizing Google display advertising. Let's go over some of the most common benefits. Keep in mind that to enjoy these benefits, you must follow the best practices for setting up and managing a campaign. Otherwise, you will end up spending money without getting the results you want.

Build Practice Awareness Without Going Over Your Budget



Orthodontists Associates of WNY **FREE VIDEO CONSULTATION**

Now offering free, no-obligation orthodontic evaluations directly from your phone!

Get Started Now!

Client Display Ad – Orthodontists Associates of WNY

[Google display advertising](#) is one of the easiest and most effective ways to build practice awareness. Compared to other ad types, GDN ads are affordable, so you can show ads often without breaking your bank. Before long, countless people in your market will know about your practice. Before people can contact your practice and make an appointment, they must know that you exist. You have a strong following with your devoted patients, but you need to reach more people to ensure your practice's longevity.

Reconnect With Visitors Using Remarketing

While many people will visit your [website](#) and make an appointment right away, others need more time to research. They might visit your website, read reviews, and spend time thinking before calling for an appointment. They also might use the internet to compare your practice to other dental practices before making a decision.

You don't want people to forget about your practice or choose another dentist during the research stage, so display advertising is vital. You can run a remarketing campaign that displays ads to people who have visited your website. They will see your ad when they visit different sites in the search network, and that will make them more likely to go back to your site and schedule an appointment.

Display Advertising With Targeted Ads That Get Results

Your dental practice will also benefit from the targeting options available in the Google Display Network. For instance, you can choose to target a set of websites or use managed placements to select the sites that will display your ad. This is a useful tool since it allows you to target sites where your patients will visit. For instance, you can target sites that provide dental information. Then, when people are reading about the importance of

cleaning their teeth, they will see an ad for your practice. They are already thinking about their dental needs, so they will likely be compelled to take action.



Client Display Ad – Douglas Hamill DDS

You can also use keyword contextual targeting or target specific types of users. If you properly target your ads, they will only display to the right people. This will improve your return on investment.

Because of the numerous targeting options, it can be confusing, though. You need to have experience with display advertising to target your ads correctly.

What Are Some Common Google Display Advertising Mistakes to Avoid?

Online marketing is complex, making it easy for the inexperienced to make mistakes. If you make mistakes when running your campaign, it won't be effective. Let's go over some of the most common mistakes dentists make when running display advertising campaigns.

Inappropriate Placements

Inexperienced users typically use keyword contextual targeting to set up ads. This means that you choose keywords, and the network matches those keywords to websites. Let's say that you choose the word "dentist" since that seems like a safe bet. It will show up on websites that contain the same word, so you assume people will be interested in your practice.

However, what if your ad shows up on a website that talks about the biggest mistakes dentists have ever made and includes horrific pictures of procedures gone wrong? You don't want your practice to be associated with such a site. This might be an extreme example, but these types of things happen when people don't understand how to use display advertising. You have to be very careful when targeting, so you don't send the wrong message to potential patients.

Showing Ads Too Often

You want to build practice awareness with your ads, which means you need them to display on a semi-frequent basis. However, you don't want people to see your ads every

single time they visit a website. Eventually, they will get annoyed and do everything they can to tune your ads out. You need to cap the frequency, so you don't overwhelm visitors. The frequency cap you need depends on various factors, including your targeting.

Displaying Ads to Users All Over the World

Your dental practice is a local business. You serve the people of your community, so you need to limit your ads' reach. If you fail to use geographic targeting in your ads, people around the globe will see your ads. That will cause you to waste lots of money when running your ads. Instead, make sure you only show your ads to people who will make appointments. They should be in your community, so they can easily drive to your practice.

Failing to Match the Ad to the Landing Page

Your ad should correlate to the landing page to get conversions. If someone clicks on an ad about a special you're running, only to land on a page that doesn't mention the deal, you'll lose your chance to turn that visitor into a patient.

Using Low-quality Ads

The [Google Display](#) Network is visual, so you need eye-popping and professional ads to get people to act. If you aren't experienced in ad design, it will be hard for you to make an advertisement that will get results. On the other hand, if you understand the best practices, you can design an ad that is sure to generate interest.

Forgetting to Include a Call-to-action

While you want to build brand awareness, you also want people to act. That means you need to include a call-to-action in your ads. Don't use something generic like "click here," though. Instead, use powerful words that will get conversions.

Get Help With Your Google Display Advertising Campaign Today!

With so many benefits, it makes sense to set up a [display advertising campaign](#). However, you can't help but worry about making a mistake and losing money. Fortunately, [Accelerate Dental Marketing](#) can create and manage a professional campaign that will get results. As dental marketing specialists, we understand your needs and your market. We are also a fully transparent company. You will have access to a 24/7 analytics tracking and reporting portal, so you can check up on your campaign at any time.

Take the next step by [contacting us](#) for a [free website assessment and quote](#). After we speak to you, we will be ready to move forward with your campaign. Regardless of the size of your practice, the campaign can help you get results.

WEBSITE LIVE CHAT SERVICE FOR DENTISTS

If you want to increase your leads, boost revenue, and improve customer satisfaction, it's time to incorporate [website live chat service](#). These services work 24/7, so you can generate leads at any time of the day or night. Many of the commercial dental practices have incorporated live chat on their websites, and that's one of the reasons they manage to get so many patients. By adding live chat to your site, you won't have to worry about losing out. You can compete with practices of all sizes and stand out due to the one-on-one patient care you offer.

Learn some of the benefits of [website](#) live chat service for dentists and find out what you need to include when using live chat.

What Are Some of the Benefits of Website Live Chat for Dentists?

Immediate Answers to Questions, Day or Night

Only responding by phone creates two significant problems. First, your business is only open during certain hours. If your receptionist is tasked with answering all phone calls, people cannot get an immediate response when they ask questions outside of office hours. If they can't get an answer from your practice, they might look elsewhere.

Second, even if people call during business hours, they probably won't get their questions answered immediately. Your dental practice is busy, and your receptionist might have to put callers on hold. This can annoy patients and cause them to hang up. [Seventy-nine percent of consumers](#) state that they prefer live chat because they get their questions answered immediately, so you should consider incorporating live chat on your website.

Reduce Your Website's Bounce Rate

Your bounce rate refers to the number of people who leave your site without clicking on any of the other pages. They typically visit your site and leave immediately. Reducing your bounce rate is a critical component of increasing your appointments. The longer someone stays on your site, the more likely he or she will make an appointment. [Website live chat services](#) have shown to drastically reduce bounce rates. People enjoy clicking on the chat window and getting an immediate response. They can find what they need without digging around, so they are likely to stick around.

Fewer Missed Opportunities

Whenever someone visits your website, he or she represents an opportunity to schedule an appointment or get a lead. If you have website live chat services, you're more likely to cash in on those opportunities. Websites with live chat services are much more likely to generate leads and book appointments than those without the service. The chat window pops up when visitors reach the site, and they can interact with it immediately. The staff that runs the website live chat service is trained to convert visitors, so you can expect your leads and appointments to increase dramatically.

Free Up Your Phone Lines

You can't stop using the phone altogether, but you would like to free up your phone lines so people can get through when they call. By enabling website live chat service, your phone lines won't be nearly as clogged. Then, when your current patients call or someone who doesn't have online access tries to get through, your phone lines are likely to be free and clear. This will also help you improve customer satisfaction on the phone.

Learn More About Patients

Knowledge is power in the marketing world. The more you know about potential patients, the easier it is for you to serve them. This is true for every industry, including dentistry. Website live chat service includes transcripts of all conversations. You can review the transcripts and glean insight about potential patients. This will help you discover what your patients want. You can even use live chat transcripts to discover their pain points so you can address them.

Gain a Competitive Advantage

The dental industry is more competitive than ever before. You have to do everything in your power to gain a competitive advantage, and that includes adding a website live chat service. When you have live chat on your website, you will stand out from other websites in your area that don't have it. People will appreciate that you've embraced technology and can provide them with answers immediately.

Reach the Younger Crowd

You've likely seen many of the same patients for years. They love your dental practice, and they will keep coming back. Those patients are important to your practice, but to stay viable, you have to reach the younger crowd. You must bring in younger patients so you can continue to stay in business. Research has shown that younger people have embraced live chat. Many won't even stay on a website if it doesn't have the feature. If you want to reach a new demographic of people, it makes sense to add live chat to your website.

What Should You Include with your Website Live Chat Service?

Not all website live chat services are created equal. You need to include certain components to get the results you want. Learn more about some of the top features you should get when adding live chat to your website.

Live Chat Operators

Website live chat services come in two forms. You can choose a service with live operators or chatbots. Chatbots can answer basic questions, but the technology isn't built to have normal conversations. If a visitor asks the bot something that it isn't programmed to answer, it won't meet the needs of the potential patient. Live chat, on the other hand, is much more natural. When you have an operator running the live chat on your website, you won't have to worry about questions going unanswered or visitors getting frustrated.

Bilingual Operators

[More than 13 percent of United States residents](#) speak Spanish at home. If you choose a chat service that only uses English-speaking operators, you could lose out on some potential patients. By going with a service that provides bilingual operators, you won't have to worry about missing out on leads. The operators can converse with English- and Spanish-speaking visitors, making it easier to fill your schedule with new patients.

Data Gathering

It's also wise to choose a website live chat service that gathers the correct data. You need to get the name and contact information for each person who uses live chat, along with the dental issue they have. They might just need an appointment for a checkup, or they might require a root canal or a filling. Getting the information during the live chat session makes it easy for you to schedule appointments. Also, you won't frustrate patients by asking them questions they already answered during the [live chat](#).

Get a Free Trial of our Website Live Chat Service Today!

Are you ready to try a website live chat service? [Accelerate Dental Marketing](#) specializes in marketing for dentists, and we offer a 30-day free trial of our [24/7 live chat service](#). Our service is staffed with real bilingual operators instead of bots, and we send transcripts of each chat directly to you. Along with the free trial of our website chat service, we also offer [free website assessments and consultations](#). If you want to stand out from the crowd and increase your revenue, [contact us](#) today. The sooner you start using live chat, the sooner you will reap all of the exciting benefits.



SOCIAL MEDIA MARKETING FOR DENTISTS

When you opened your practice, you probably relied on word-of-mouth advertising to reach new patients. Providing the best service in the area was enough to keep your office full of patients. Now, though, big-box dental practices have moved in, and they are trying to take over your business. These patient mills might have huge budgets, but you can still compete with online marketing. Social media marketing for dentists is one of the most powerful tools in your arsenal. With the right amount of social media exposure, you can reach more potential clients and connect with your community.

What Are Some of the Benefits of Social Media Marketing for Dentists?

Attract New Patients

If you want to attract new patients, social media marketing is a must. [A study found that 41 percent of consumers use social media to choose their health care providers.](#) You can use this to your advantage by creating a strong social media presence. Provide information about your practice, answer questions, and demonstrate your authority. Then, when people visit your social media pages, they'll be likely to book an appointment.

Build Relationships to Reduce Dental Anxiety

All health care providers need to establish relationships with their patients, but it might be most important for dentists. It's estimated that as many as three-fourths of Americans suffer from some degree of dental anxiety. Social media marketing can help you reduce anxiety by building relationships. Once you alleviate anxiety, people will be ready to visit your practice.

You can accomplish this with patient testimonials, office images of your smiling staff, and [videos](#) that explain procedures. Also, you can respond to messages that your patients send on social media to build relationships and reduce anxiety even more. The right social media marketing strategy will help people feel comfortable about going to the dentist.

Increase Engagement to Improve Patient Satisfaction with Social Media Marketing

You strive to ensure that each patient you serve is satisfied when they visit your practice. You can improve patient satisfaction with social media marketing. Social media breaks down the barriers between practices and patients. People can ask questions and receive personalized responses. This allows you to provide the best service, even when patients aren't inside your practice. People will see you as more than a dentist when you utilize social media marketing. They will see you as a person they can trust.

Increase Practice Loyalty

Social media marketing can help you increase practice loyalty with your patients. When patients follow you on social media, they are more likely to use your practice every time they need a dentist. If you want your patients to keep coming back, social media is a must. It's an excellent way to develop long-term relationships with your patients.

Glean Insights About Your Patient Base with Social Media Marketing

Social media marketing includes social listening. This is the process of finding practice mentions across social media channels. You can analyze each mention to find out what people say about your dental practice. You will learn so much about what people think about your practice and then make changes if necessary.

What Social Media Platforms Should Dentists Use?

With so many social media channels available, you might not be sure where to begin. As a dentist, you should promote your practice on:

- » Facebook
- » Twitter
- » Instagram
- » YouTube

Why is Facebook Marketing Important?

If you are on Facebook very often, you've likely noticed that many of your colleagues have set up practice pages. Facebook is the largest social media network, and it can help you reach your audience. Your audience can even help your practice when you have a Facebook page. They can recommend your practice to others, which can give you a huge

boost. In fact, [one out of three visitors uses Facebook to look at Recommendations and reviews](#). Facebook is also a great place to promote different kinds of content. You can upload photos, videos, and text posts and even promote your blog posts.

Facebook social media marketing does pose two challenges. First, you need to post often to get the results you want. Second, you must ensure your posts are engaging to improve the reach. Facebook's algorithms bury posts that aren't engaging, and over time, if none of your posts are engaging, no one will see them. Fortunately, a strong social media marketing strategy can easily overcome both problems.

Why is Twitter Marketing Important?

Dentists are often afraid to use Twitter to promote their practices, and that's a shame. This social media platform is an excellent way to become part of the conversation. Also, with the character limit increased to 280 characters per tweet, it's easier to get your point across in tweets.

You can use Twitter to talk about current events, such as industry trends. Health tips are also popular on Twitter.

Like Facebook, there are some obstacles you must overcome to gain a following on Twitter. First, this platform moves quickly, so it's critical to tweet several times a day to reach your audience. Second, you must make good use of hashtags to stand out on Twitter. This goes beyond using #Dentist. A social media marketing company can research the best hashtags for your industry to help you reach followers.

Why is Instagram Marketing Important?

Instagram is the perfect channel to reach younger people. [Seventy-five percent of people ages 18-24 have Instagram accounts](#), while 57 percent of those ages 25-30 use the site. This site is the best place to market before-and-after photos of procedures as long as you get a release from your patients. You can also upload photos of your staff and short videos of different procedures. Office walkthrough videos are also a good choice on Instagram.

You will face some challenges with Instagram marketing. Like Twitter, you will need to research and use the best hashtags. You also need to tell a story with your images. This can be difficult for some dental practices. Fortunately, a social media marketing company addresses and overcomes the challenges dentists face with this channel.

Why is YouTube Marketing Important?

Dentistry is a visual business. Your work shines through with the bright smiles of your patients, and you can highlight those smiles on [YouTube](#), as long as you receive consent

from patients. With consent, you can also use the channel to showcase patient testimonials. Also, use YouTube to upload videos of office tours, team interviews, demonstrations, and dental tips. Consider a combination of live-action and 3-D videos for the best results.

[Video marketing](#) has two main obstacles. First, you need to create high-quality videos that show that you run a professional practice. Second, you must use the proper [search engine optimization](#) strategy to promote your YouTube channel. This includes video description, hashtags, and more. A professional social media marketing company will handle this for you.

Let Us Help You Build a Social Media Marketing Strategy For Your Practice!

Your social media marketing strategy can help you reach new patients, boost engagement, and increase satisfaction. Social media marketing is different for each industry, which is why it's important to choose [Accelerate Dental Marketing](#) for your campaign. Accelerate Dental Marketing works with dental practices to boost their online presence and increase leads. We can promote your practice on various social media platforms, and with [24/7 analytics tracking](#) and a reporting portal, you can check the effectiveness anytime you want. [Contact us](#) to set up a free consultation. Then, you can begin marketing on social media channels.

ONLINE REPUTATION MANAGEMENT FOR DENTISTS

When you first started your dental practice, your reputation was built on word-of-mouth advertising. You provided the best service possible to your patients, and they told their friends and family. Now, though, the landscape has changed. [Eighty-four percent of people trust online reviews as much as personal recommendations](#), so word-of-mouth advertising isn't enough. You need to gather positive online reviews so you can keep your waiting room full of patients.

Online reputation management will help you accomplish this. This is the process of monitoring, influencing, and managing your online reputation. Learn how online reputation management works, and contact [Accelerate Dental Marketing](#) for help.

Why Is Online Reputation Management Important for Dentists?

You Can Claim Review Site Profiles

You need to generate reviews as part of your online reputation management strategy. You have lots of options for gathering reviews online. Claim your listing on the different review sites, such as Yelp and Google My Business. While you can claim multiple listings, choose one as your main review site. This is where you will direct people to leave reviews. By focusing on a single site, it's much easier to gather lots of reviews quickly. However, you still want to claim different review site profiles in case any of your patients leave reviews for your practice there.

You Can Gather Reviews with Online Reputation Management

More than [71 percent of dental practices surveyed state that 5 percent or fewer of their patients leave them online reviews](#). Generating lots of reviews is the first step in reputation management, and it's also one of the most difficult for dental practices to conquer. If you don't develop a strategy to get your patients to leave reviews, most won't do it. In fact, you might discover that the only people who leave reviews unprompted are those who are dissatisfied with your practice. That means if you don't prompt people to leave reviews, you might only end up with negative reviews. That will hurt your practice.

If you want patients to review your practice, you must ask them. Some dentists ask patients directly, while others prefer to send follow-up text messages or emails. These messages should contain a link to the review site of your choice. This process should be as simple as possible so people can easily review your practice.

You also want the reviews to be positive, so make sure you also provide the best service for each patient. When patients go home happy and then get a link to leave a review, they are likely to sing your praises on the review site.

You Can Monitor Your Reviews

Review monitoring is a critical component of online reputation management. You need to know what people are saying about your practice, whether it is positive or negative. Then, you need to respond to the reviews. Let's take a closer look at the process for [monitoring reviews](#).

You Can Respond to Positive Reviews

Some dental practices ignore positive reviews. They think the reviews speak for themselves, so they don't require a response. However, responding to the reviews is a way to show your patients that you care about them and their wellbeing.

You need to respond to positive reviews quickly as part of your online reputation management strategy. The digital world has trained people to expect fast responses, so if you fail to respond quickly, you could annoy the person who left the positive review. Don't go into treatment details when responding, but you do need to show gratitude. Also, if you have any upcoming contests or promotions, let the reviewer know in your response. This gives extra value to the person who left the review. You can also use your response to advocate for your practice. Ask the reviewer if you can include the review on your [website](#) or [social media](#) channels.

You Can Respond to Negative Reviews

It's normal to take it personally when people leave negative reviews but look at it as an opportunity to make things right and earn back that person's trust. As with positive reviews, you should respond immediately. Ask the patient to call your office to discuss the matter so you can fix the problem. If the patient is satisfied with your response, he or she might update the review or even delete it. Even if the patient doesn't update or delete the review, people will see that you take negative reviews seriously and try to make it right. When people see that, they will still call your practice and make an appointment.

You Can Weed Out Fraudulent Reviews

You might be surprised by the number of people that leave fake [reviews for dental practices](#). Sometimes, it's an honest mistake. The name of your practice might be similar to another practice in an area, so you end up with the review. Other times, the reason is far more nefarious. Someone might be trying to tank your practice by leaving bad reviews.

If you think it was an honest mistake, contact the reviewer. Once the person realizes their mistake, they can remove the review. However, if you cannot get the person to remove the review or you think it was done to hurt your practice, you will need to follow the protocol for removing it. Some review sites allow users to flag fraudulent reviews. However, depending on where the review was left, you might have to contact the website. Then, the website will explain what to do to remove the review.

Receiving fraudulent reviews is very irritating, but don't allow yourself to argue with the reviewer. That will just hurt your practice. Instead, follow the protocol to get it removed and focus on a strong [online reputation management](#) program.

You Can Monitor Mentions

Reviews are just one aspect of your online reputation. You also need to monitor mentions across all online channels. You should know every time someone mentions your practice online. Just like reviews, you will find positive and negative mentions. When you monitor your mentions, you can respond to them accordingly. The process is similar to responding to online reviews.

Monitor Your Competitors with Online Reputation Management

Many dentists don't realize that an effective online reputation management strategy includes monitoring other practices in the area. By monitoring your competitors' reviews and mentions, you will find out what people like and dislike about their practices. You can also see how your practice stacks up to the competition. If you are lagging, use the information you discover in the competitive analysis to make some changes. Even the smallest changes can improve patient satisfaction. However, if you're ahead of the pack, keep moving forward, but never stop your online reputation management strategy.

Now is the Time to Create an Online Reputation Management Strategy, Let Us Help!

Online reputation management is an ongoing and time-consuming process. You don't have the time to treat your patients and manage your online reputation. Fortunately, Accelerate Dental Marketing can handle your online reputation while you care for patients.

We are a dedicated dental marketing agency that specializes in small to medium-sized practices. We have made it our mission to help these practices compete with the big box practices that are trying to take over. Because we understand your practice, we can highlight what makes you special, from the one-on-one service to your skills and experience.

Dental marketing has changed a lot over the years. You might have lagged behind with your marketing efforts, but you can change that today. [Contact us](#) for a [free](#) website assessment and quote for our online [reputation management](#) services.

EMAIL MARKETING FOR DENTISTS

When you first started your practice, you might have relied on snail mail to reach your patients. The digital age has changed that, though. Now, successful dental practices use email marketing to connect with patients and leads. Email marketing has several benefits that you'll enjoy, as long as you follow the best practices.

Why is Email Marketing Important for Dentists?

You want to incorporate marketing strategies that provide a high ROI, and email marketing fits that bill. [With an average ROI of 3,800 percent](#), email marketing is a smart choice. That breaks down to \$38 in revenue for every \$1 you invest in the campaign. Let's take a closer look at how you can use your campaign to boost your ROI.



Get Patient Reviews

[Patient reviews](#) are critical for your practice. If you gather lots of positive reviews, you're more likely to attract new patients. To generate patient reviews, you must make the process as simple as possible, and email marketing can help. You can send an email thanking a patient for visiting your practice. Include a link to your review site of choice, along with a request for a review. You'll be surprised by how effective this is. Many people are happy to leave reviews when directly asked, so you can start to build your [online reputation](#) with the help of emails.

Reach Out to Lapsed Patients with Email Marketing

Your patients should get dental cleanings once or twice a year, but many don't follow through. It's not that they don't want to take care of their teeth. They simply get busy and forget to come in. You can reach out to the people who have let their appointments lapse with emails. Make sure you personalize the emails, so your lapsed patients are likely to respond by making an appointment. Also, if you have a special incentive, include it in the email to get them to book a spot.

Increase Your Referrals

You are an excellent dentist, and you have lots of happy patients. Many of those people are happy to refer their friends and family to your practice, but they might forget when they're out and about. You can increase your referrals by utilizing [email marketing](#). You can include a "refer a friend" section in the email. People just need to forward the email to make the referral. This is easy and effective for dental practices.

Boost Website Traffic with Email Marketing

Your [website](#) contains a wealth of information about your dental practice. You also might have some online features, such as appointment scheduling. You know that if you get people to your website, you can book appointments, and that's easy to do with email

marketing. Your email messages will contain links to your website. Your campaign manager will track the link clicks to ensure the campaign is working. If not, the manager will tweak the campaign to increase your clicks and your conversions.

Make Announcements with Email Marketing

Have you ever had a patient visit your office, only to say, “I didn’t realize you now offer (X service)?” Or maybe a patient visits and says, “I heard you had a promotion last week. I hate that I missed it.” You don’t have to wait until patients enter your office to inform them about promotions and new services. You can do just that with email marketing. Use messages to make announcements about your practice. People like to be in the loop, and they’ll be happy to get updates.

Build Relationships With Your Subscribers

You might only see your patients once or twice a year, but you can build ongoing relationships with email marketing. Once someone opts into your email list, you can send them regular emails that contain updates and helpful oral care information. This type of relationship-building will remind your patients that you care about them all the time, not just when they are in your office.

What Are Some Email Marketing Best Practices?

Countless dental practices have [email marketing](#) campaigns that don’t go anywhere because they don’t follow the best practices. Let’s go over some tips to ensure your campaign is successful.

Build a Large Subscriber List

To send people emails, you must build a strong subscriber list. Some practices have trouble with this because they aren’t sure how to collect emails. You should gather email addresses both online and offline to get the best results. Include an opt-in form on your website where people can opt into your list and collect email addresses on your patient forms. You’ll need to import those addresses into your database to send messages.

Make Sure Your Emails Reach the Inbox

Email programs have spam filters to prevent spam messages from hitting inboxes. Avoid spam filters by following best practices, such as avoiding all capital letters and keyword stuffing. Also, you can avoid spam filters by keeping an eye on your bounced emails. If an email comes back to you, it means that the address is no longer valid. Remove it from your list to prevent spam filters from catching on. Finally, you should remove addresses from people who never open your emails. Send them one final email telling them that they will be removed if they don’t take some sort of action. If they don’t respond, remove them from the list, so you don’t end up with low open rates that make you look like a spammer.

Segment Your Lists

When you engage in email marketing, you can segment your lists and send targeted messages to your subscribers. Each segment will receive specific messages. You can create segments based on open rates, services accessed, and so much more. You can even create a segment for those who have opted in to your email list but have yet to make an appointment. Once you segment your list, you can create emails for each group of people. These emails are highly targeted and allow you to speak directly to people.

Get People Excited With Your Welcome Email

Your welcome email sets the tone for your entire campaign. If people don't like your welcome email, they aren't likely to open additional messages. Set the tone by providing lots of great information in the welcome email. Use visuals that draw interest and let people know what to expect with your emails.

Stay Compliant

As a dentist, you need to ensure your [email marketing](#) campaign is HIPAA-compliant. Never include protected health information in your emails and never use personal identifiers without the patient's consent. Your marketing company will ensure that your campaign is complete.

Get Started With A Professional Email Marketing Campaign Today!

As a dedicated dental marketing company, [Accelerate Dental Marketing](#) understands your industry and needs. We have created countless email marketing campaigns for small to medium-sized dental practices that are in direct competition with corporate practices. [We](#) understand what you are up against, and with our help, you can go toe-to-toe with large practices. You can also monitor your campaign at any time when you use us. Just log into the client portal any time, day or night, to track your results. [Contact us](#) today for a free quote for our email marketing services. Then we can create your campaign and reach out to your patients. With our help, you can grow your practice.

ANSWERING SERVICE FOR DENTISTS

Have you noticed how much dental practices have changed over the years? Much of that change has to do with the corporate practices that have moved into cities and even towns. These practices have lots of resources at their disposal, and they are doing everything possible to take your patients from your practice. While it might seem like it's impossible to keep up, [our](#) answering service for dentists can even the playing field.

What Are The Benefits of Using an Answering Service for Dentists?

Our answering service for dentists is staffed with operators who answer the phones for you. When people call in, they reach a trained operator, regardless of the time of day or night. The operators are briefed on your practice, so they can answer the most frequently asked questions with ease.

Countless practices are using answering services due to the benefits. Let's go over some of the top benefits. Then consider using a service to answer the calls for your dental practice.

Never Miss Opportunities Again with a Low Cost Answering Service

Each phone call is a potential opportunity for your practice. The person on the other end of the line likely wants to schedule an appointment, and keeping your schedule full is the key to generating revenue for your practice. You might think that setting up a voicemail service is enough to turn those opportunities into patients, but that isn't correct. Eighty percent of people don't leave messages when sent to voicemail.

When people get the voicemail or the line is busy, you are likely to lose lots of opportunities. Fortunately, you don't have to miss out. By using an answering service, callers can speak to a live person any time of the day or night. Fewer hang-ups mean more patients for your practice.

Immediate Appointment Scheduling

When you use a voicemail service, you can expect to play phone tag. While only some people will leave messages, those who do won't be waiting by the phone for your return call. You'll likely call the patient back to schedule, only to leave a message. Then that person might call back and leave another message and so on. Eventually, even the most determined patient will give up and go elsewhere. Fortunately, an answering service eliminates this problem. Your patients can make appointments at any time, day or night. Imagine going into the office after a good night's sleep to see your schedule filled with new appointments. That's enough to put a smile on your face.

Get Patient Details with an Answer Service

Your receptionist is one of the busiest people in your practice. Receptionists don't just answer calls. They also greet patients, handle paperwork, and ensure that people get to treatment rooms quickly. All these tasks make it difficult for receptionists to adequately collect customer details. When you use an answering service, the operators have ample time to collect all of the relevant details, so you can put them in the system. This makes your receptionist's job much easier and ensures you have all the patient data you need.

Improve Patient Satisfaction With Follow-up Calls

Your dedication to your patients is one reason that your practice stands out above those corporate practices that have moved into your neighborhood. Part of providing the best patient care is following up with people who have dental procedures such as fillings and root canals. You want to ensure that they are recovering and not having any problems. Also, you want to show them that you care. This builds patient loyalty. Unfortunately, your receptionist might not have time to make follow-up calls in a timely manner. When you use an answering service, you can schedule the follow-up calls for the following day. Your patients will know you care about them, and you will be alerted quickly if anything is wrong.

Screen After Hours Calls With an Answering Service

You have set office hours, but you are always on call. If a dental emergency occurs in the middle of the night, you can expect your phone to ring. Of course, many of those late-night phone calls aren't true dental emergencies and can be handled in the morning. You can get more sleep by hiring an answering service. The service will screen the calls to determine if the caller has a true emergency or not. If there is a dental emergency, the operator will route the caller to your phone. However, if it isn't a real emergency, the operator can schedule an appointment for the following day. This will make your job much easier.

Reduce No-show Rates

Nothing is worse than having a full schedule when you come into the office, only to be faced with one no-show after another. A study found that physicians have no-show rates of [21.1 percent when patients don't receive appointment reminders](#). That number dropped to 13.6 percent when the staff reminded patients of their appointments. While the study was conducted for physicians, you can expect similar statistics for your dental practice.

Also, you can expect to have better results with follow-up calls as opposed to text reminders. In the study, patients who received automated reminders had a no-show rate of 17.3 percent, which is higher than the rate for people who received phone calls. Keep your waiting room full by utilizing an answering service. It's the best way to reduce no-show rates.

Ensure Patients Find Your Practice

Even with a map on your [website](#) and driving directions via Google, some patients will have trouble finding your practice. You can take the burden of direction-giving off your receptionist's shoulders by using an answering service for your dental practice. Because the service is staffed with multiple operators, turn-by-turn directions can even be provided when needed. There's no need to rush the patient off the phone, so the service will get people to your practice without any problems. If you worry about people showing up late because they can't find your practice, this is a very important benefit.

Route Calls to the Right Person

You might be worried about operators trying to answer questions when they don't know the answers. Fortunately, you can include call forwarding with the service. The operators will answer basic questions, such as practice hours and available procedures, and can handle your scheduling. However, if someone has a more specific question, the operator can forward the call or take a message if it's outside of normal practice hours. You never have to worry about misinformation with this service. At the same time, you won't burden your staff with basic questions that the operators can answer easily.

Interested in an Answering Service for Dentists? Contact Us Today To Get Started!

[Accelerate Dental Marketing](#) specializes in dental marketing, including answering services for dentists. Whether you are just building your practice or have been established for years, we can help. You can choose to use an answering service 24/7, during business hours, or just after your practice closes. We will work with you to find the best solution for your practice's needs and then set it up.

Because we only work with dental offices, we understand your unique needs. Our specialized service is just what you need to retain patients, regardless of the competition. [Contact us](#) for a free quote today. We also provide free website assessments if you want to add digital marketing to your services.

MOBILE APPS FOR DENTISTS

Today, over 50% of web traffic comes from mobile devices. With a growing number of patients discovering dentists online, having a strong mobile internet presence is essential to the success of your practice. Are you losing patients to local competitors because you don't realize the importance of mobile apps for your dental practice? Don't miss out on the opportunity to connect with potential patients on their smart phones, go mobile today!

Who Can Use My Mobile App?

Both new and existing patients can use your app and keep it on their phones for easy reference. This way your dental practice will always be their first choice. Mobile apps provide your patients with immediate access to you and your practice, literally putting you in the palm of your patients' hands. They also act as dynamic and interactive online business cards that help promote patient retention, and encourage new referrals.

What Are The Benefits of Mobile Apps?

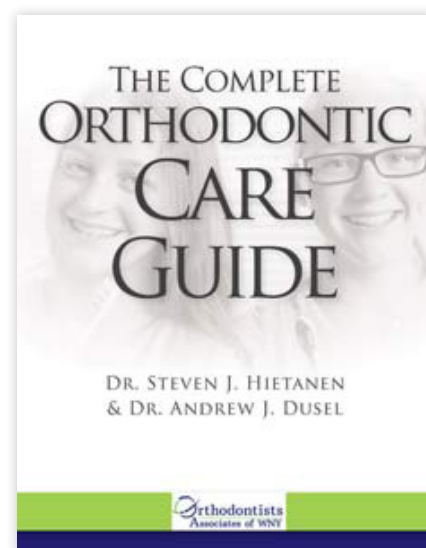
Our custom dental mobile apps provide features such as appointment scheduling, insurance information, [educational videos](#), informative [eBooks](#), click-to-call functionality, built in GPS directions to your office, access to your practice's [social media](#) channels, patient portals, and several other resources to keep your patients smiling anytime, anywhere.

EDUCATIONAL DENTAL EBOOKS

Are you looking for ways to generate more interest in your dental practice?

One of the things [we](#) have done to improve our dental marketing programs over the years has to do with the addition of definitive guides, content-rich [blog](#) posts, and educational dental eBooks that rank extremely well for every topic covered in them.

Google has always rewarded good content, but today Google really rewards comprehensive, educational content that provides real value to their users. We make it easy to create definitive dental guides, and eBooks that identify and answer any questions potential patients may have about a specific dental issue they are facing, or treatment you offer.



Next, we add your new eBooks to the corresponding pages on your dental practice's [website](#) and make sure potential patients have the opportunity to submit their email to get a free copy, along with related educational videos. This is all done for you automatically.

This content is then delivered via [email](#) in regularly scheduled intervals, constantly driving potential patients back to your website, and keeping your practice top-of-mind. This greatly improves efficiency and frees up a lot of your time, because all your best educational content is delivered right to your patients automatically. This is called email nurturing.

Due to this automation, by the time your patients are ready to schedule their initial consultation, they are better informed, prepared, and already know what to expect. If you want individual practice area eBooks created for your dental practice, please give us a call. Our [SEO](#) clients receive eBook design and publishing, as well as our automated email nurturing system at no additional charge.

The results have been truly amazing.

HOW CAN EBOOKS HELP AUTOMATE YOUR PATIENT EDUCATION?

How It Works:

1. First, your website visitors sign up to receive some free educational content related their dental treatment of choice.
2. Next, our system automatically sends these potential new patients custom content (eBooks, [videos](#), blogs, etc.) at regularly scheduled intervals, continuously keeping your practice top of mind, and driving them back to your website.
3. Through this educational process, these potential patients learn more about their dental treatment, become familiar with the doctors at your practice, and have a better understanding of how you would approach their specific oral health issue.
4. Automated email nurturing keeps website visitors engaged and drives more interest in your practice, ultimately leading to more new patients.

YOUTUBE VIDEO ADVERTISING FOR DENTISTS

Millions and millions of people watch YouTube [videos](#) each and every day, and more than half of these YouTube video ad views come from mobile devices. The sheer quantity of video views represents a lot of potential customers, both at home and on the go. The power is in your hands to decide how many potential customers see your ad and find your business.

[Our](#) team of Google Certified Professionals are happy to share our expertise. If you have any questions about YouTube Ad Campaign setup, maintenance, or optimization, please [contact us](#). We would love to help you perform better online.

What is the Benefit of YouTube Advertising for Dentists?

There are numerous benefits of using YouTube to distribute your advertisements, and because YouTube is a subsidiary of Google, content created on either site can be transferred and displayed on the other. If you choose to begin using **AdWords**, Google's online advertising service, you will only be required to pay when viewers actively select your video ad or choose to watch your video ad after it plays for more than 30 seconds. With AdWords, advertisers can connect with their audience in unique and memorable ways by

showing ads based on where their viewers are located and what they are interested in at the moment.

It is possible to customize video ads on YouTube by using the site's Video Editor tool and measure the success of these advertisements with YouTube's free [analytics](#) tool.

[AdWords](#) uses an advertisement format called **TrueView**, which allows viewers to interact with ads. TrueView advertisements are notable for enabling viewers to skip ads after the first five seconds have played, among other popular options. TrueView video ads can appear on [mobile](#) devices and desktops alike when users access YouTube or another site affiliated with Google.

Is YouTube Advertising Effective?

According to research published by [CMO.com](#), people are 27 times more likely to click on a video ad than on a standard display banner, a form of display advertising that tends to have a generally low click-through rate. This statistic underscores the substantial increase in revenue a dental practice can experience by adding a YouTube Video Advertising campaign.

AdWords provides advertising across three online sources: Google, YouTube, and the Google Display Network. The **Display Network** is not a single website but a collection of over two million websites on which an AdWords advertisement can appear. The expansiveness of the Display Network means that more than 90% of all Internet users are exposed to display and video ads.

We offer three main targeting options: remarketing, interest-based audiences, and demographic targeting.

What Is Remarketing?

Remarketing entails showing your ads on Display Network sites and apps to people who have previously visited your website, watched your videos, provided any feedback on one of your videos (such as a comment or a mere "thumbs-up"), or subscribed to your YouTube channel. These are highly targeted ads specifically geared towards your target market since they have already had a previous interaction with your practice. Remarketing is an extremely effective way to both improve your branding and name recognition, as well as keep your practice top-of-mind.

What are Interest-Based Audiences?

Advertising according to *interest-based audiences* involves reaching people based on their interests, such as sports or travel, even when they visit a page related to a different subject on the Display Network.

What Is Demographic Targeting?

Demographic targeting allows for displaying ads to people on the Display Network who may be associated with certain demographic categories, such as language preference or geographical location.

TrueView video advertisements are an effective method of appealing to new customers online. Google AdWords allows users to customize their TrueView campaigns and determine where and when they will appear.

These advertisements come in two varieties: in-stream and in-display.

What Are TrueView in-stream ads?

With *TrueView in-stream ads*, your video advertisement appears automatically before, during, or after other videos. You will only have to pay if a viewer watches more than 30 seconds of your video, watches the entirety of your video, or clicks on the video or its related banners and text on the webpage.

What Are TrueView in-display ads?

With *TrueView in-display ads*, you can promote your video advertisement when potential customers are browsing or searching for videos on YouTube or another [Display Network](#) site. You are charged when a viewer clicks on your ad and begins to watch the video. YouTube video advertising campaigns appear alongside YouTube videos, among YouTube search results, and on Display Network websites. In AdWords, you can create appealing video ads with TrueView ad formats. There is no charge unless viewers choose to watch your video. This both gives you freedom to customize the length of your videos and offers a wide distribution of your advertisements on both YouTube and other sites within the Display Network.

How is YouTube Advertising Managed?

YouTube video advertising campaigns are primarily managed through the AdWords dashboard, where there is a wide variety of available targeting methods, such as interests, demographic groups, affinity audiences, in-market audiences, video remarketing, placements, topics, and keywords. Companies can use targeting to reach specific

audiences based on what interests them, who they are, and what content they are viewing. Regarding *interests*, you can select topics from available categories in order to appeal to potential customers interested in those topics. To target *demographic groups*, you may choose the age group, sex or gender, and parental status of the audiences whom you want to see your advertisements. *Affinity audience* targeting is similar to interest-based targeting, as this type reaches people who are already interested in topics related to your business's products or services. *In-market audiences* are those who are doing research on a product and trying to decide whether to buy that product or a similar product from your company or one of your competitors. *Video remarketing* targets viewers according to their previous interactions with your video advertisements or YouTube channel. *Placements, topics, and keywords* refer respectively to the locations of advertisements on a webpage, content generally related to the terms that a potential customer enters into Google Search, and any important words that pertain to your company's products or services.

All ads go through an approval process to make sure that they are safe and appropriate for users. Google reviews active and paused ads, keywords, and [websites](#) according to its YouTube video advertising policies. Some ads will not run during this review process, which typically lasts one day or less. If any issues are found, Google will explain the policy and how to get your ad running again. If your ad is not showing for certain users, or even at all, it could be because of your ad's approval status. If Google's review finds anything that violates its policies, it will contact you with information about these policies and show an alert in your account. Google will give your ad an approval status both before and after its review. If you have questions about YouTube video advertising for dentists, please contact us.

We sincerely hope this dental marketing guide provided you with powerful insights into what it takes to take your practice from where you are to where you want to be in 2020 and beyond. If you are a dentist looking to dominate your market online, contact us today for a free consultation and website evaluation and let us show you how to harness the power of the internet to predictably and efficiently grow your practice.

Whether you're a new practice with lofty goals, or an established practice in need of revitalization, we can help. Contact us today!

