

The 5 Things Every Dental Practice Should Know About Social Media Marketing



Included in this eBook:



2 FREE DOWNLOADS
you can start using today!



**4 Easy-to-Implement
ACTION ITEMS**

MySocialPractice

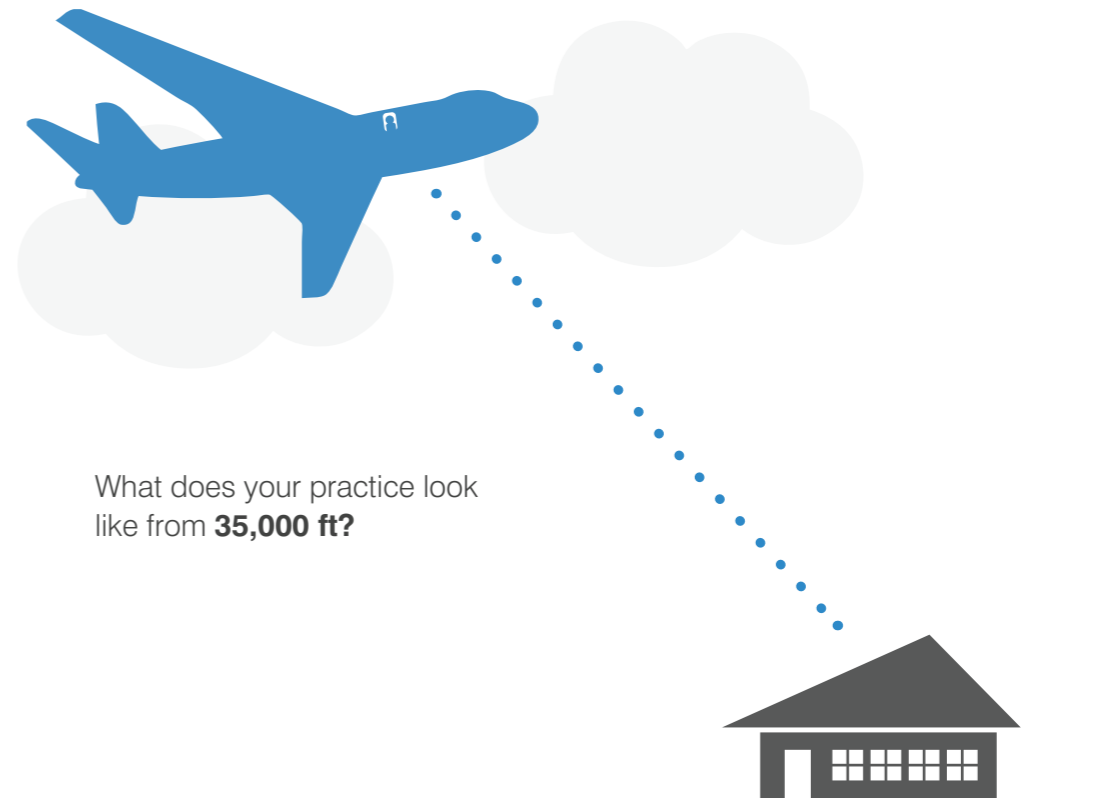
Introduction

Congratulations! The fact that you've started reading this white paper says that you're progressive and visionary. You understand the value of thoughtful dental practice marketing, storytelling, reaching out to your valued patients, being accessible, sharing, discovery, humility, and service. And although you may not yet be sure how social media can help market your practice, you're likely the kind of person who trusts your instincts. We admire that. Doing new things often takes courage and a leap of faith.

Social media marketing in a dental practice takes patience and persistence. Sometimes the rewards are not readily apparent. Yet once you've started your gut tells you it's the right thing to be doing. Your sensibilities support the notion that strengthened relationships with patients and prospective patients makes a difference, grows your practice, makes you more profitable, enhances the careers of every team member, and can even change the world in small ways.

Start With The Why

When you're in a plane the world looks very different from 35,000 feet. Have you ever considered the 35,000 foot view of your dental practice?



What does your practice look like from **35,000 ft?**

Yes, you spend a lot of micro time inside people's mouths. But when you step back and think about it, what are you really selling? What kind of business would you have if you removed dentistry altogether? Sound crazy? Relationship marketing through social media helps your practice stop focusing on what you make (dentistry), and focus on the things you make possible. What you're really selling is comfort, health, appearance, confidence, and trust. Social media provides the stage for telling that story. You're treating people, not teeth.

The engagement you achieve through social media will set you apart, strengthen powerful one-to-one connections, and create greater perceived value for your practice.

What type of new patients do you want to bring through your door? What type of patients do you want to retain? Keepers? Those who love and appreciate what you do? Social media marketing allows you to talk *with* these kinds of patients and prospective patients, not *at* them.

We're often asked, "Can the ROI of social media marketing in a dental practice be measured?" In a word, absolutely. Start today by making a commitment to the future of dental practice marketing by understanding and executing on the five concepts outlined in this eBook.

You can do this. Onward!

VIDEO: Social Media Marketing Is Relationship Marketing



Dr. Pitts and team explain why social media marketing is key to strengthening lasting relationships with their patients and growing their dental practice.

The Social Practice Manifesto

A business manifesto is “a public declaration of intentions, objectives, or motives.” The five mantras in The Social Practice Manifesto are the five concepts detailed in this eBook.

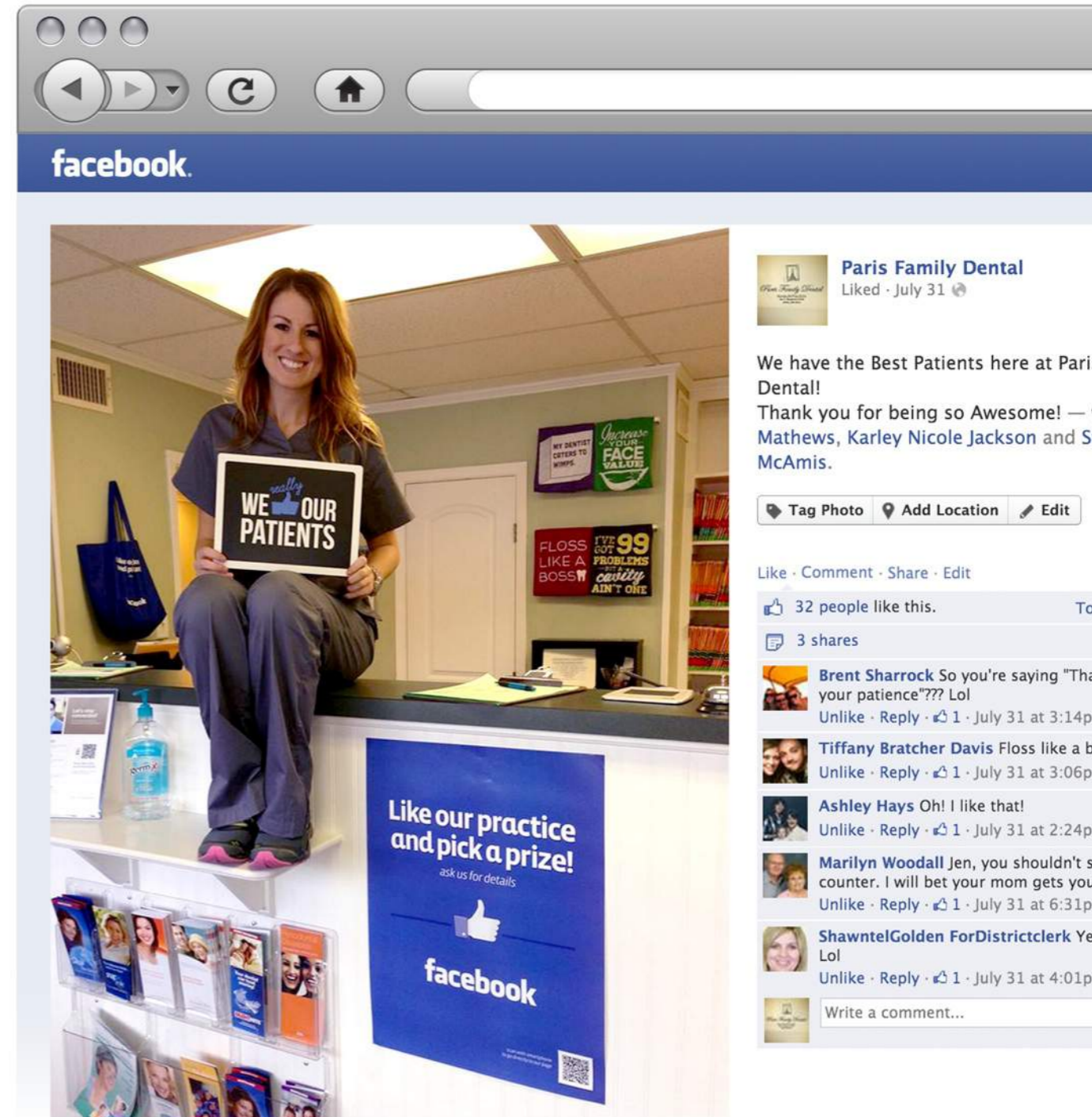


#1 Effective Social Media Starts In Your Practice

Dental practices are unique. Very few businesses in the world enjoy an unwritten-yet-accepted expectation that customers (patients) voluntarily walk through their door a minimum of twice a year! It's cool. This captured, face-to-face audience is a content marketer's dream. Are you leveraging this opportunity?

One of your big advantages in gaining early traction with your social media efforts is obvious—so obvious in fact that you may not even be thinking about it. Your team!

Team members have close relationships with your patients. Team members live and work in the same communities where your new, prospective patients live and work. Team members love your practice. Team members participate in your practice culture. Team members have extended family members, gym buddies, their church congregation, neighbors, and tons of friends in their online social networks who are all prospective new patients. Team members are a pivotal key to getting the early word out about your new social media platform both face-to-face and online.



VIDEO: Social Signs



Social Signs are a fun way to get your patients and team involved in your social media efforts by shooting and uploading photos inside your practice.

This in-practice effort is referred to as building online momentum from the outside, in. During the earliest weeks and months you probably won't have enough followers, subscribers, Likes, and connections to create much online viral effect for your marketing. Shares, blog comments, Facebook Likes, retweets, etc. can be few and far between. So, the best place to start your efforts (and

continue them) is in your practice, with your team.

It's important to have some simple handout materials, posters, buttons, etc. to break the ice, spark conversations, and create interest face-to-face. It's also important to have an easy, accessible way (such as an in-practice iPad) for people to subscribe, Like, share, upload and comment.

Are you concerned that you'll have a hard time getting team members'

support? Don't be. Time and time again we see remarkable transformations take place inside practices—and inside team members—sparked by tiny social media tactics and successes. The energy that comes from heightened friendships and engagement with your patients is contagious. You'll be surprised how social media can invigorate the passion inside your office.



FREE DOWNLOAD: Social Signs

Social Signs are a great way to increase the visibility and share-ability of your practice on your Facebook page. They're easy to use and they're great icebreakers. Both patients and team members love them. [Download these two free signs](#) and start using them in your practice today!



#2 Social Media Is Something You Do

Would you walk into a cocktail party, climb up on the bar with a megaphone, start telling everyone how awesome you are, and then try to sell stuff? Of course not—unless you’re a clueless jerk. Unfortunately, when it comes to social media marketing, that’s exactly what some businesses do.



Instead, you’d probably look around the party for friends to visit with and for new, interesting people you’d like to get to know. Then, after briefly introducing yourself, you’d strike up conversations. You would ask about the *other* person, you would listen, and you would show interest in what *they* do and who *they* are. You would find “connective points”. That’s how valued

relationships begin face to face—and, that’s exactly how relationship marketing begins and grows using social media.

Dentistry is a relationship-based business. That’s one of the big reasons why social media marketing in your practice can be so effective. You’ve heard the adage, “*People don’t care how much you know until they know how much you care.*” It’s true.

Being Part Of The Conversation

Here’s an example. Have you heard of Instagram? It was launched as an iPhone app for posting personal photos online. People share their photos to connect with friends, strangers, and businesses. It’s a place where people express their lives and interests through photos. Instagram is a powerful way to connect with patients and prospective patients in the same way friends connect with friends. It’s real, and people love it.

We recently did a random search on Instagram using the keyword “dentist” to see the photos people were posting and tagging with the word “#dentist”. Thousands of photos have

been posted by patients sitting in dental practices! What are they sharing? Watch this short video and see:

VIDEO: Come On To The Dentist



We used 220 actual Instagram photos that patients uploaded with the hashtag #dentist.

Are you and your team participating in these kinds of conversations? Why not take a photo of you and your patient together using your patient's smartphone or your in-practice camera and post it on Instagram? It's a golden, no-cost

opportunity to raise top-of-mind awareness for your practice on highly trusted, permission-based social networks.

FREE DOWNLOAD: Instagram Promotion Posters

It's easy to create an Instagram Promotion inside your practice by **downloading these materials** and following a few short steps. Have fun with it and become part of the conversation!



There's no better example of participation than our client and friend, Dr. Robert D. Herron Jr. in Columbus, Kansas. Dr. Herron actually records a short, casual, personal video directed to his patients each business day, effectively integrating personal content with dental-related content to participate online and strengthen his relationships with patients.

VIDEO: Dr. Herron Connects With Patients



Dr. Herron understands the marketing and retention power that comes from strengthened relationships.

facebook.

Robert D. Herron Jr. D.D.S. PA
May 21

Confirmations & Happy Birthday to...
herronrdc.com — with Suzanne Herron Abbott and 10 others.

Like · Comment · Share 7 6

7 people like this.

Cheryl Burney I am jealous that Liesl Herron was not in my birthday video.
May 21 at 4:27pm · Unlike · 2

Rob Herron Watch for Mary at 3:05...
May 21 at 4:37pm · Unlike · 2

Liesl Herron Next time Cheryl hehehe
May 21 at 4:49pm via mobile · Unlike · 2

Sandra Kay Phillips May I share?
May 21 at 9:26pm · Like · 1

Suzanne Herron Abbott Sure
May 21 at 9:27pm via mobile · Like

David Moffet Love your work DR Rob!! So glad you're safe, as well
May 22 at 1:45am · Like

Write a comment...

1,176 people saw this post Boost Post

Robert D. Herron Jr. D.D.S. PA
May 17

Happy Weekend & Happy Birthday to...
herronrdc.com — with Cathy Flood-Swathwood and 13 others.

Like · Comment · Share

6 people like this.

Melissa Spatafora Thank you Rob! I was waiting for mention the 22-22-22 story! Ha ha!!
May 17 at 2:01pm via mobile · Unlike · 1

Regina Smith-Jameson Thanks Rob!
May 17 at 10:43pm via mobile · Like

Write a comment...

1,490 people saw this post



ACTION ITEM: Patient of the Month Program

3 Simple Steps To A Patient Of The Month Program

It's super easy to start a Patient Of The Month (or week) Program. Grab a pencil and piece of paper and follow these three steps:

Step 1

What little perk are you willing to give your Patient Of The Month? It can be as simple as a gift card to a restaurant and two movie tickets. If you're not the practice's financial decision maker, come up with three suggestions and ask the financial decision maker to make the decision.

Step 2

What criteria are you going to use to pick the winner? Don't make this complicated! In fact, if you don't want to come up with criteria first, just pick someone you really like, then retrofit the criteria to the winner. Look at today's or tomorrow's schedule of patients coming in and pick someone!

Step 3

How are you going to spread the word? Use one or more of your social media tools. Start with a short Facebook wall post that includes a photo or 15-second video of you and your winner.

You did it! You're participating! Congrats! It's all in the baby steps.



#3 Success Is Achieved Through Great Content

One of the biggest concerns we hear from practices about social media marketing is, “*I’m afraid of being boring! I just don’t know what to talk about!*”

We understand. Don’t worry. This is easier than you think.

First rule of thumb when it comes to content? Don’t try to sell dental services every time you blog, update, or tweet!



At the same time, it’s great to publish *some* content that supports great dental care. That’s one of the reasons you’re creating this permission-based, social media marketing strategy —to grow your thriving business. But keep in mind that the topics must be interesting and relevant, first.

Here’s a good way to think about your content mix... Pretend that there’s a TV network called *The Dr. Jones’ Dentistry Network*. The Programming Director for the network insists on running commercials 24/7. Examples of those commercials are, “25% Off Any Dental Service!”, “*Come On Down For A Smile Makeover!*”, and “FREE Whitening For Life!”.

Network ratings plummet because nobody wants to watch self-absorbed programming that only runs commercials trying to sell stuff all day. The Programming Director is fired.

The new Programming Director is equally passionate about dentistry but also recognizes that there are *many related topics* that are far more interesting, informative, useful, fun, and relevant for viewers. Many of those topics point directly back to the same dental services as well. And of course, she knows that she must include a little bit of smart advertising in the program mix.

Ratings soar.

As you start thinking about your own content, for every dental service-related topic, see if you can come up with at least three

non-dental topics that your patients and prospective patients will enjoy and find useful.

Great content engages, provides value, shares practice culture, boosts clout, demonstrates passion, and connects. As you begin brainstorming topics you'd like to post and talk about, draw inspiration from each of these six content categories:

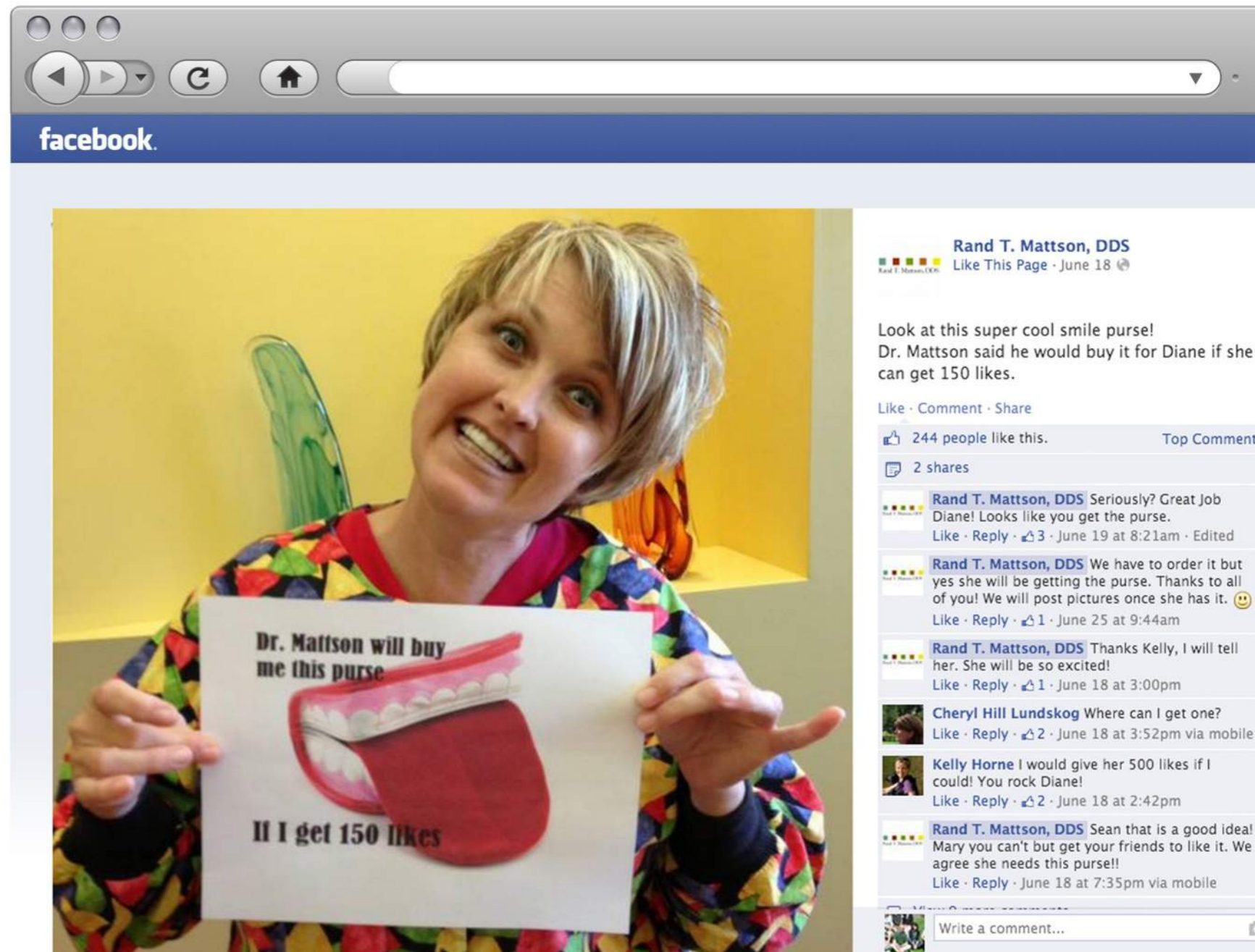
Great Content Engages

Although this principle applies to most social media tools, let's just talk about Facebook for a minute. With approximately 8 out of 10 people who walk through your practice door logging in daily, there are plenty of reasons to be active there. The #1 objective for a dental practice's Facebook page is to increase engagement with patients and prospective patients. Why? Facebook's goal is to deliver relevant content to each unique viewer based on what's important

to that viewer. The more your patients and prospective patients engage with your posts, the more often they'll start seeing more of your content.

You must make your posts interesting so that people will Like, share and

comment. Moving patients toward greater retention and increased referrals, first requires that you nurture the platforms where your content is distributed.



Engaging posts...

- Elevate Top-Of-Mind Awareness
- Boost “Share-Ability”
- Educate
- Highlight Practice Culture
- Strengthen One-To-One Connections
- Differentiate Your Practice
- Help Your Practice Listen
- Are Sometimes, Just Fun!
- Help Others
- Keep People Up To Date

Asking questions is one way to increase the number of responses to your posts. Just be sure the topics include things people enjoy talking about.

THE BEST MEXICAN RESTAURANT IN TOWN IS...

fill in the blank

Champagne Family Dentistry
Liked · May 3 4h

It's Cinco de Mayo weekend! Tell us where you think the best Mexican restaurant is here in town!

Tag Photo Add Location Edit

Like Comment Share Edit

2 people like this.

- Kalyn Carpenter Glines Micasa Too on 4th street. Always yummy. May 3 at 9:15am via mobile · Like
- Sarah Kolbe La Fuente off of Baring Blvd. AMAZING! Little family owned business, great atmosphere and authentic. May 3 at 9:27am · Like
- Janet Rector Tennison Las Trojes Sparks & Los Altos May 3 at 9:42am · Like · #1
- Gale Christensen Las Trojes near intersection of Sparks Blvd and Los Altos. Wonderful food! May 3 at 9:43am · Like · #1
- Tim Hickman Anna's @ 4th and McCarran May 3 at 9:56am via mobile · Like · #1
- Lisa Kadz Aland Arroyo next to the Aces Ballpark! May 3 at 10:07am · Like · #1
- Heather Mamí Nichols Havienda! And Arroyo! May 3 at 10:17am via mobile · Like
- Bethel Erickson Brooks Las Trojes on Sparks Blvd!!!!!! May 3 at 10:37am · Like
- Matthew Van Ness Murrieta's! May 3 at 11:16am · Like
- Sergio Venegas Nothing in Reno! Best ones are in S. Cali! May 3 at 11:16am via mobile · Like
- Robin Chaffey You've never had lunch at Mi Ranchito on Valley Road - their little soft tacos w/ lime are to die for!

For the most part, your fans and followers are happy to help you. Don't be afraid to (occasionally) ask them! Doing so can often spark lots of participation.

facebook.

Robert D. Herron Jr. D.D.S. PA
Liked · November 28, 2012

We want to recommend the best to our patients! Please help us by answering this question: What's your favorite brand of lipbalm?

Tag Photo Add Location Edit

Like Comment Share Edit

16 people like this.

- Alisha Harris Burt's Bees November 28, 2012 at 8:08am via mobile · Like
- Adele Bohn chicken poop. November 28, 2012 at 8:11am · Like
- Rebecca Long Dollar Store brand burt's bees. (Im frugal like that) November 28, 2012 at 8:13am · Like
- Angela Burch Degelman I'm not a patient (though I would be if I still lived in Kansas) but I like Burt's Bees. Chicken poop works as well if all you are trying to do is keep from licking your lips...just saying.... November 28, 2012 at 8:22am · Like
- Mindy Spears Burt's bees November 28, 2012 at 8:22am via mobile · Like
- Deanna Ferraro ChapStick Lip Moisturizer(blue tube) November 28, 2012 at 8:38am · Like
- Hollie Michelle Ellis Carmex!! November 28, 2012 at 8:57am via mobile · Like
- Sydney Vernon Blistex!! November 28, 2012 at 9:15am via mobile · Like
- Charlie Vogel Mt favorite has Dental E.R. and is watermelon November 28, 2012 at 9:40am · Unlike · 1
- Thelma Johnson Burts Bees is the best I have found November 28, 2012 at 9:49am · Like
- Mary Beth Dickey Sullivan Nivea is GREAT! A little more pricey but worth it! November 28, 2012 at 9:49am via mobile · Like
- Andrea Jaquess ChapStick - Cherry November 28, 2012 at 10:30am · Like
- Nema Velia Nivea. November 28, 2012 at 10:31am · Like
- Jeanice Bradshaw My lips are telling me Blistex. November 28, 2012 at 10:38am · Like
- Mallory Ann Ware Baby Lips by Maybelline! November 28, 2012 at 10:48am · Like
- Christi Bennett Burt's Bees. November 28, 2012 at 11:33am · Like
- Chris McVey King Nivea November 28, 2012 at 3:08pm · Like

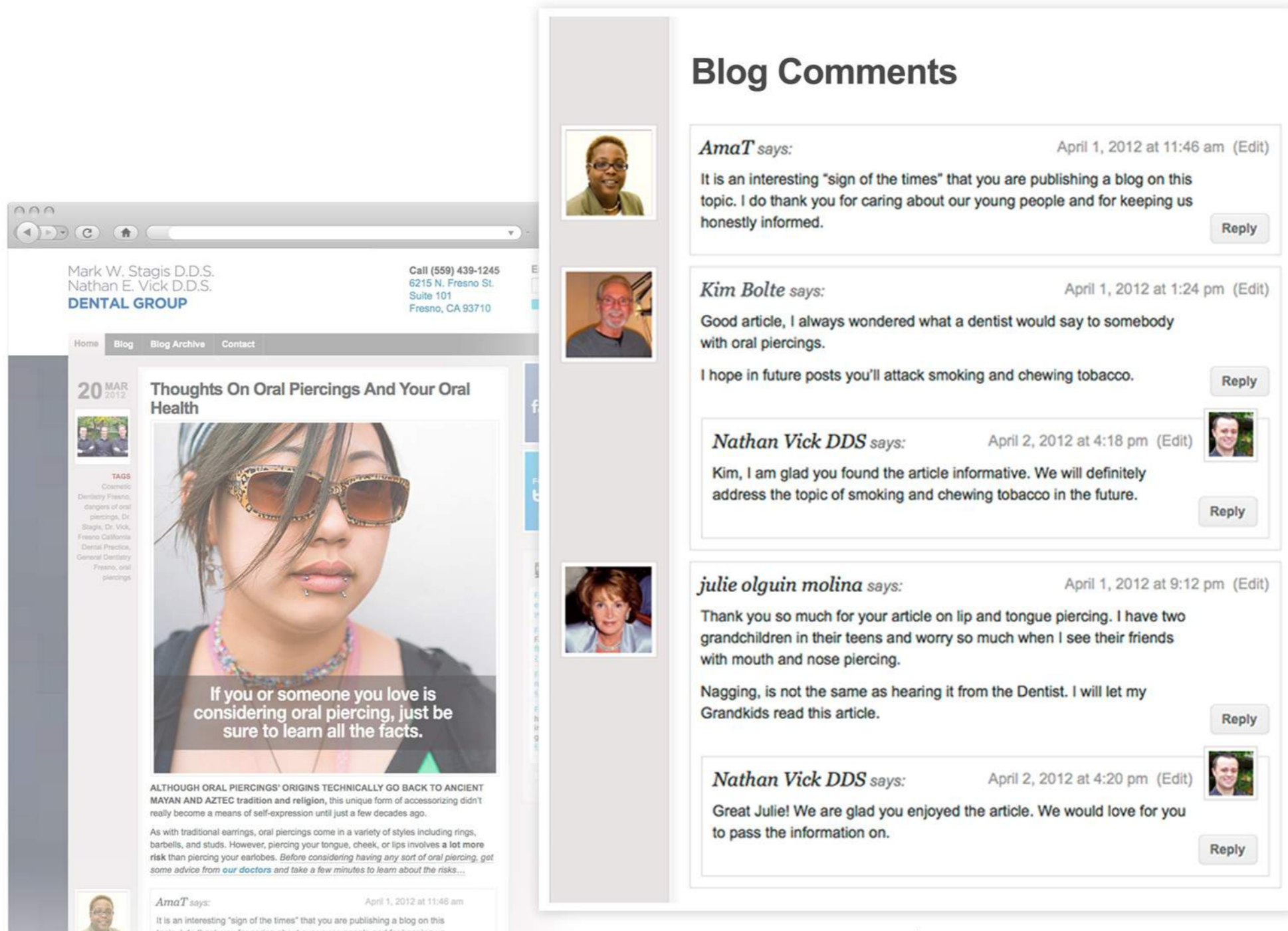
Write a comment...

yzawuthrich.tumblr.com

Great Content Provides Value

Modern dentistry topics are interesting to readers when they're relevant. Personalize them. Provide information, tell stories, and show examples of the many ways great oral health affects people's comfort, overall health, and appearance.

People are more likely to comment on, and share topics they value and find interesting.



The image shows a screenshot of a dental blog post and its comment section. The blog post is titled "Thoughts On Oral Piercings And Your Oral Health" and is dated March 20, 2012. The author is Nathan E. Vick, D.D.S. The post features a photo of a young woman with a lip piercing and a text overlay that reads: "If you or someone you love is considering oral piercing, just be sure to learn all the facts." Below the photo, there is a paragraph of text discussing the origins of oral piercings and the risks involved. The comment section, titled "Blog Comments", contains five comments from various users, each with a profile picture, a "Reply" button, and an "Edit" link. The comments are as follows:

- AmaT** says: April 1, 2012 at 11:46 am (Edit)
It is an interesting "sign of the times" that you are publishing a blog on this topic. I do thank you for caring about our young people and for keeping us honestly informed.
- Kim Bolte** says: April 1, 2012 at 1:24 pm (Edit)
Good article, I always wondered what a dentist would say to somebody with oral piercings.
I hope in future posts you'll attack smoking and chewing tobacco.
- Nathan Vick DDS** says: April 2, 2012 at 4:18 pm (Edit)
Kim, I am glad you found the article informative. We will definitely address the topic of smoking and chewing tobacco in the future.
- julie olguin molina** says: April 1, 2012 at 9:12 pm (Edit)
Thank you so much for your article on lip and tongue piercing. I have two grandchildren in their teens and worry so much when I see their friends with mouth and nose piercing.
Nagging, is not the same as hearing it from the Dentist. I will let my Grandkids read this article.
- Nathan Vick DDS** says: April 2, 2012 at 4:20 pm (Edit)
Great Julie! We are glad you enjoyed the article. We would love for you to pass the information on.

Great Content Shares Practice Culture

Not sure if you have practice culture? Sure you do. You've just never thought about it this way. And, you've never had an easy, systematic way to share your culture online.

For example, do you have a pirate's treasure chest in your children's treatment room where cavity-free kids pick a prize? Are three of your team members training together for their first marathon? Are you planning a candy

VIDEO: Harlem Shake



A dental practice shows their fun practice culture by doing the "Harlem Shake"—a YouTube sensation.

buyback program after Halloween? Make a list of the things that differentiate your practice. Look at the things you're already doing and share them. If you're not doing *anything*, start with one tiny thing, then share it.

Be giving. Nothing creates camaraderie in a practice faster than uniting in a

simple cause. Run a 5k together. Sponsor a car wash and then take the money you earn and buy a piece of playground equipment for your local YMCA. Shoot photos and video along the way, then share your experiences and feelings.

Call (858) 454-3221
7737 Herschel Ave.
La Jolla, CA 92037

Email Address
3 Subscribers

Home Blog Blog Archive Contact

29 NOV 2012

Halloween Candy Buy-Back Was A Success Again This Year

As you're becoming a social practice, continue being a giving practice. Social media marketing isn't just about marketing. Your practice's social media platform provides a systematic, purposeful, easy way to not only better connect with your patients, but to also enlist others in doing good.

Find a couple of things every year to do for others in your community. **Use social media to spread the word before, during, and after each event.** Could your team help build a home for somebody through Habitat For Humanity? How about supporting the AACD Charitable Foundation's "Give Back A Smile" program restoring the smiles of adult women and men who have lost their smiles at the hands of former partners or spouses? When was the last time you simply had a patient appreciation party? Be imaginative. Good works always come back in spades.

Leverage team members' passions too! Every person who works in your practice has quirks. Quirks can be great things when you lay them out there in thoughtful ways. People do business with people they know and like. Quirks

don't necessarily have to be unusual or quirky. Everyday things can work well too! Team members' simple interests, hobbies, challenges, and victories are all storytelling opportunities.



The screenshot shows a Facebook post from a user named "Massapequa Park Dentist - Allan S. Mohr DDS". The post features two side-by-side photographs of a woman's face, labeled "BEFORE" and "AFTER". The "BEFORE" photo shows her with a somewhat closed-mouth smile, while the "AFTER" photo shows her with a wide, bright smile. Below the photos is the AACD Charitable Foundation logo and the text "Give Back a Smile". The post text reads: "Giving Back a Smile: The Winning Ticket...Allan S. Mohr, DDS, FICOI, says, 'Because I understand that your smile can profoundly affect your self-confidence, self esteem as well as your health, the focus of my practice from the beginning has been to enhance lives and smiles. That's the reason I chose to volunteer for the Give Back a Smile program. This very successful initiative sponsored by the AACD, of which I am a member, has allowed many victims of domestic violence to regain their dignity and sense of self worth and to feel hopeful for the future. Read the story here, via CPS: <http://bit.ly/ROMMIX>". Below the text are buttons for "Tag Photo", "Add Location", and "Edit". The post has 29 likes and 16 shares. Comments include: "New York City Medical Recruiting Company, U.S. Army Very nice. September 13, 2012 at 12:12pm · Like", "Dr. Warren L. Murray, D.D.S. What a beautiful transformation! September 13, 2012 at 2:21pm · Like", and "Violeta Gomez BIG difference! September 13, 2012 at 5:10pm · Like".

Great Content Boosts Clout

Have you recently attended a clinical CE course to improve your skill set or learn a new treatment procedure? Talk about it! Don't be technical... Talk about the *benefits* your patients will enjoy as a result of what you've learned.

facebook.

2012 Invisalign Ortho Summit

THURSDAY, NOVEMBER 15

- 12:00 p.m. – 5:00 p.m. REGISTRATION & BADGE PICK UP–PINYON BALLROOM
- 12:00 p.m. – 5:00 p.m. INVISALIGN PAVILION–PINYON BALLROOM
- 12:00 p.m. – 5:00 p.m. THE BYTE SOCIAL MEDIA LOUNGE–LEVEL 3 FOYER
- 6:00 p.m. – 7:30 p.m. WELCOME RECEPTION–PINYON BALLROOM

FRIDAY, NOVEMBER 16

- 7:30 a.m. – 9:00 a.m. REGISTRATION & BADGE PICK UP–PINYON BALLROOM
- 7:30 a.m. – 9:00 a.m. BREAKFAST–PINYON BALLROOM
- 7:30 a.m. – 4:00 p.m. INVISALIGN PAVILION–PINYON BALLROOM
- 7:30 a.m. – 4:00 p.m. THE BYTE SOCIAL MEDIA LOUNGE–LEVEL 3 FOYER
- 9:00 a.m. – 4:00 p.m. HOSPITALITY DESK–PINYON FOYER
- 9:00 a.m. – 10:00 a.m. GENERAL SESSION–BRISTLECONE BALLROOM

Kick-off the Summit by learning about the next generation of Invisalign and what it means for your practice.

10:15 a.m. – 11:15 a.m. BREAKOUT SESSIONS

- JUNIPER 1
Mixed Dentition Cases: Like Working a Puzzle, Start with the...
with Dr. Bill Heintz
- JUNIPER 2-3
Advanced Aligner Therapy with Miniscrews
with Dr. Frank Celonza
- JUNIPER 4
Full-Step Class II Corrections with Invisalign and...
with Dr. Bill Kottemann
- IRONWOOD 1-2
The Impression-less Practice: Advantages of it...
with Dr. Mark Perelmutter

11:30 a.m. – 12:30 p.m. BREAKOUT SESSIONS

- JUNIPER 1
Interdisciplinary Esthetic Dentistry: the Invisalign Advantage
with Dr. Richard Roblee
- JUNIPER 2-3
Retention, Relapse & the Vivera Story
with Dr. Bob Hatheway
- JUNIPER 4
Ramp Up Invisalign Efficiency & Profitability with the Carriere Distalizer
with Dr. Dale Davis
- IRONWOOD 1
Invisalign Un... Presentations
with Dr. Matt L... Dr. Courtney Ray
- IRONWOOD 2
Marketing in...
with Susan Richa...
- IRONWOOD 5
The "Ooze" and... placement
with Dee Holloman

12:30 p.m. – 1:30 p.m. LUNcheon

1:30 p.m. – 2:30 p.m. BR

Dr. Gemmi and Dr. Middleberg | Orthodontics Limited, PC
Liked · November 18, 2012

Dr. Middleberg and Dr. Gemmi just returned from the Invisalign Orthodontic Summit. This was a 2 day meeting specifically for orthodontists, on advanced Invisalign treatment. It was a fantastic opportunity to be able to discuss with fellow leaders in the field on how our patients are benefiting from Invisalign, and how it will be progressing in the future.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

36 people like this.

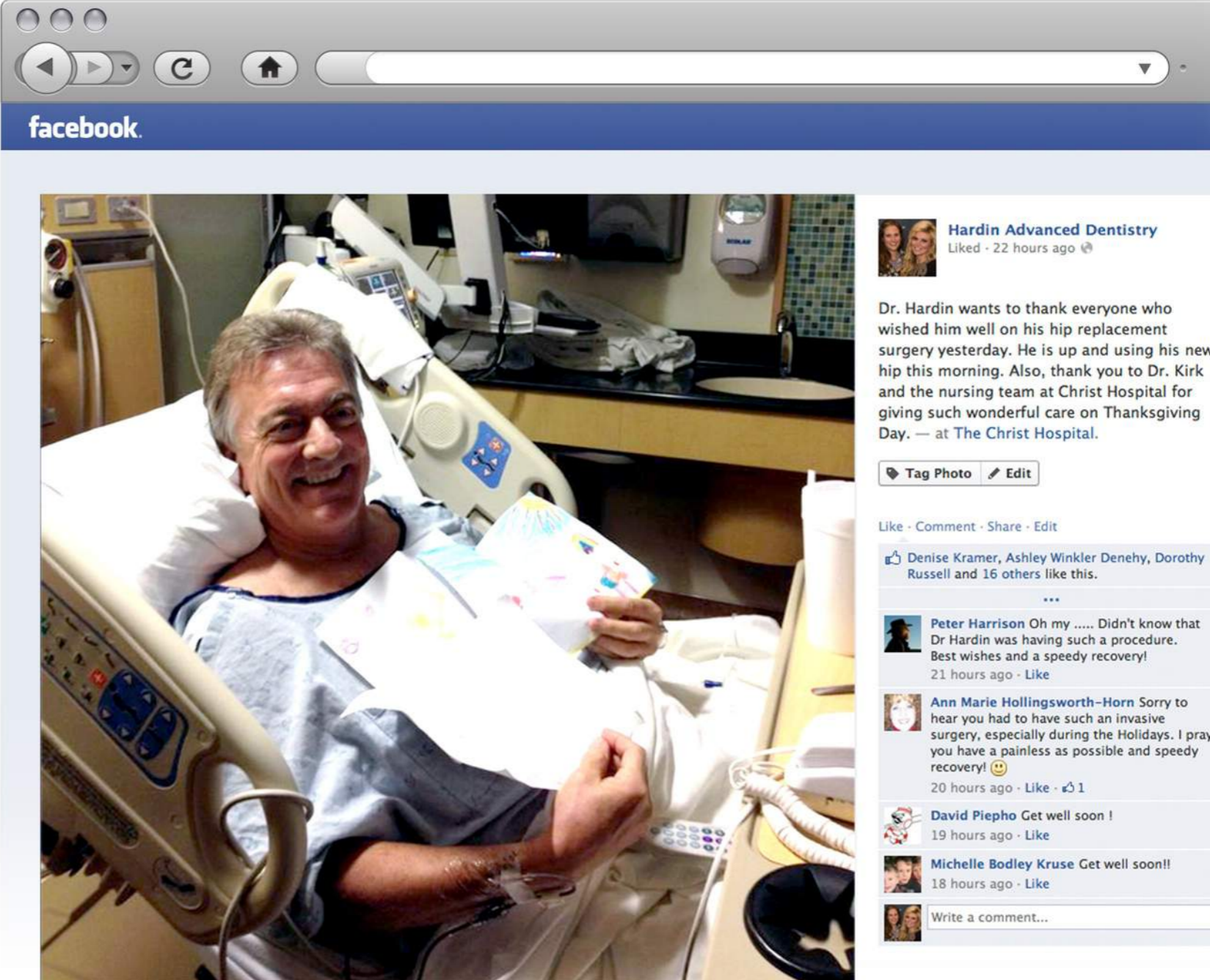
- Scott D. Geller The best keep getting better!
November 18, 2012 at 3:33pm · Unlike · 2
- Anne Martin-Myers You guys are fab!
November 18, 2012 at 4:07pm · Unlike · 1
- Susan Levinson You both are truly the best 😊
November 18, 2012 at 4:20pm · Unlike · 1
- Maureen Eife Miss you guys!!!
November 18, 2012 at 4:57pm via mobile · 1 like

Great Content Demonstrates Passion

Information that you can simply “Google” rarely interests people. That’s because there’s no emotion or personal connections tied to it. It’s not *human*. In your social media marketing efforts, are you connecting with your patients and prospective patients on an emotional, personal level?

Don’t get us wrong... When we say “personal level” we’re not saying you need to tell everyone in the world that you had a Reuben sandwich for lunch and it gave you heartburn. What we are saying is that people like doing business with people they know and like on a personal level—and being warm, accessible, transparent, humble, and imperfect are traits that human beings like in other human beings.

Dr. Hardin enjoyed an outpouring of love and support from patients when he experienced some health problems. However, you can decide what level of sharing you’re comfortable with.



The image is a screenshot of a Facebook post. At the top, there is a browser window header with navigation icons and the word "facebook." in a blue bar. The main content is a photograph of a middle-aged man with grey hair, Dr. Hardin, sitting in a hospital bed. He is wearing a light blue hospital gown and is smiling broadly while holding a colorful card. The background shows a hospital room with medical equipment and a sink. To the right of the photo is the Facebook post interface. The post is from "Hardin Advanced Dentistry" and was posted 22 hours ago. The text of the post reads: "Dr. Hardin wants to thank everyone who wished him well on his hip replacement surgery yesterday. He is up and using his new hip this morning. Also, thank you to Dr. Kirk and the nursing team at Christ Hospital for giving such wonderful care on Thanksgiving Day. — at The Christ Hospital." Below the text are buttons for "Tag Photo" and "Edit". There are also options to "Like", "Comment", "Share", and "Edit" the post. A list of users who liked the post is shown, including Denise Kramer, Ashley Winkler Denehy, Dorothy Russell, Peter Harrison, Ann Marie Hollingsworth-Horn, David Piepho, and Michelle Bodley Kruse. A "Write a comment..." box is at the bottom.

Great Content Connects

Social media marketing in your practice is primarily internal marketing. It's based on one-to-one relationships and communications. Unlike traditional marketing, success is typically realized through connections with small numbers of patients and prospective patients, combined with great strategy, interesting content, and passion. Focus first on these meaningful connections and build from there.

VIDEO: iPad Giveaway!



Dr. Hammond and his team recorded and posted this video of a contest winner. They visited her home to award the prize!

At Serene Oaks Dental, when a team member was expecting, guessing the baby's arrival date turned into a fun little contest with huge participation.

facebook.

Serene Oaks Dental
Liked · April 2

How many days until baby Skeie arrives? Closest one wins a free 20 in-office teeth whitening!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

21 people like this. Top Comments

- Lacey 'Trossbach' Horn 42
Unlike · Reply · April 2 at 3:22pm
- Stacy Gross West Lucky number 27?!?! How stinking cute is she btw?! Lovely gal! 😊
Like · Reply · April 2 at 12:51pm via mobile
- Shelly Blackstone 18
Like · Reply · April 2 at 6:38pm via mobile
- Kaitlin Hauck 18?
Like · Reply · April 3 at 3:01am via mobile
- Jayne Skeie 24 days she will be a cooperative baby! Especially when her aunt can win teeth whitening!!!
Like · Reply · April 2 at 9:42pm
- Laura Behnken 31
Like · Reply · April 2 at 6:20pm via mobile
- Shari Swanson Wait, is Stacy Gross West guess 27 days from April 2nd? or April 27? bring it stace!
Like · Reply · April 25 at 9:54pm
- Shari Swanson Shoot, I was changing my answer to April 27th but I see Stacy Gross West already picked that so I'm going to go with April 28th! Please do not have that little bundle of love on the 27th! 😊
Like · Reply · April 25 at 9:53pm
- Jon Woods Rsmm 41
Like · Reply · April 11 at 10:06am
- Ryan Whitcomb April 28
Like · Reply · April 4 at 8:43am via mobile
- Alisha Kramer 29
Like · Reply · April 3 at 1:41pm
- Jessica Anne 33 days
Like · Reply · April 3 at 1:05pm
- Jennifer Schindler Walsh 42. Is the baby a girl(looks like)?
Like · Reply · April 3 at 11:16am
- Lindsey Howitz 21 Days!! April 25th 😊
Like · Reply · April 3 at 10:37am via mobile
- Brittney Rivard 23 days
Like · Reply · April 3 at 7:50am via mobile
- Ashley Beeler 41!!
Like · Reply · April 3 at 5:46am via mobile
- Mike Salmonson 17 days
Like · Reply · April 3 at 5:28am via mobile



ACTION ITEM: 10 Facebook Wall Post Ideas

Subscribe for Free!

10 Dental-Related Post Ideas for facebook.



Emailed to you daily over the next **10** days!

If you'd like a little jumpstart in your practice to help you start seeing what engaging Facebook wall posts are like, we're happy to email you 10 Free Facebook Post Ideas. You'll receive one in your inbox each morning for 10 days. [Subscribe now!](#)



Subscribe Now!

#4 Online Tools Are Vital, But Secondary

Various social media apps and tools will always come and go. Your practice's complete social media marketing strategy shouldn't be dependent on any one account or network over which you have little control.

Having said that, networks and tools like Facebook are very important. We spend a lot of time helping our clients be more effective using them. In the beginning, it's fine to simply have a Facebook page for your practice. In fact, today it's the very best place to start. But an important objective over the long run is to begin building your own platform as suggested in the graphic.

The various tools shown as spokes are often referred to as "outposts". Outposts are places designed to garner attention and start conversations. They're places to make friends. They're places to show interest in others. They're places where you begin earning patient trust and making connections. And although outposts help distribute your content, they're typically not places to promote dentistry. Outposts also point back to your capture

point or "Social Site"—typically an opt-in-subscribe, blog-centric site that becomes the foundation for email marketing, promotions, event announcements, blogging, etc.



Your Social Site is often the blog-centric, opt-in-subscribe foundation for email marketing, promotions, blogging, and integration of all your tools.

As you create various accounts, organize them into a platform, and participate in conversations over time, you begin to build a framework... a system... a structure... a foundation... a stage... and a mindset and habits that support bigger marketing opportunities. If you wait until you need a social media platform to start creating one, you're too late.



ACTION ITEM:

Create Your Practice Facebook Page OR Add A New Outpost



If your practice doesn't have a Facebook page yet, **create one today!** If you already have a page set some goals for increasing your Likes. Here are four tips:

- 1) **Make a goal to ask 3 patients a day if they'd be willing to Like your page.** If they *already* Like your page, invite them to check-in for a prize. Prizes may include a \$5 gift card, a water bottle, a tube of toothpaste, lip balm, etc.
- 2) **Hold a friendly competition between team members.** Have each team member share your practice's page on their own personal Facebook pages. See who can get the most friends to Like your page!
- 3) **Run a promotion.** Choose a fun prize you would like to give away. Set up an entry form online where the first step to enter is to Like your page on Facebook. Also incentivize people to share your promotion on their own Facebook page for additional entries.
- 4) **Have some buttons made with the statement "Ask us about what we're doing on Facebook".** When asked, tell your patients the *benefits* of Liking your page! Be sure to role play these conversations beforehand so team members are comfortable.

If you're feeling good about your Facebook proficiency, it may be time to add another tool. Consider Pinterest, Instagram, or a blog!

#5 Consistency Is The Secret Sauce

Practices that are consistent and patient absolutely enjoy social media marketing success. We see it time and time again. You may be surprised to learn that a recent study of dental practice Facebook pages showed 82% have less than 100 Likes, and only 2% have more than 500 Likes. Regardless of where *you* are, there's no reason to be discouraged!

Measuring success seems difficult with social media because we tend to only hear about the big viral successes. You know those stories about YouTube videos that “go viral”, garner millions of views and propel a business into stardom overnight. That's *not* typical—nor is it a good strategy for your social media marketing. It's like planning for retirement based on winning the lottery.

The great news is that you don't need your efforts to go viral to realize remarkable benefits. One Like on Facebook is a victory. One comment on your blog is cause for celebration. Every retweet on Twitter matters. And here's why...



Don't forget that prior to starting down this road, you had no online connections. No online listening. No online conversations. One is a 100% increase. And remember, you've not only connected with one valued person, but as importantly you've also started earning permission to connect with his or her trusted, highly scalable network(s).



ACTION ITEM:

Take Just A Little Time This Week

- 1) ***If you've already been using social media for awhile***, spend a few focused minutes this week going back through your blog comments, @tweets, and Facebook Likes, comments, and shares. Make sure that you've responded and shown gratitude to every person who has paid attention to you—again, no matter how small.
- 2) ***Make sure your settings are such that you're pinged when people comment, post, or message you.*** The assumption is that if you're consistent and reliable here, you care about consistency and reliability in everything your practice does, including your dental services.

- 3) ***Never purchase fans, followers, or Likes.*** For example, never use any type of “auto responder” service or application. Never buy a bunch of Twitter followers. Never outsource your “voice” on Facebook. These

tactics are of no value for a dental practice and they compromise your strategy. Just embrace your fans and prospective fans—one person at a time.

The screenshot shows a Facebook browser window. The main content is a post by Madeleine Zapantis, D.M.D. The post features a large, 3D-rendered ice cube with the word "ICE" in white capital letters on its side. Below the ice cube, the text "FOR CHILLING, NOT FOR CHEWING" is written in large, white, bold, sans-serif capital letters. The background of the post is a solid light blue. To the right of the image, the user's name "Madeleine Zapantis, D.M.D." is displayed, along with "Liked · May 16". Below the image, there are buttons for "Tag Photo", "Add Location", and "Edit". Further down, there are interaction options: "Like · Comment · Share · Edit". A comment from Susan Malsky Brandt is visible, stating "So great to see you yesterday, Maddy. Rita gave me a great cleaning as usual and my teeth look white and healthy. Jonathan's teeth look gorgeous too. This new girl in his life has definitely improved his dental hygiene! Thanks to all of you ladies for taking such great care of us." and is timestamped "May 16 at 10:31am via mobile · Like". Another comment from Madeleine Zapantis, D.M.D. says "Thank you all good things ahead!" and is timestamped "May 16 at 10:40am · Like". A final comment from Susan Malsky Brandt says "Thank you, Maddy, see you in 3 months - hope you recognize me this time!! Lol" and is timestamped "May 16 at 11:58am via mobile · Like".

Social Media ROI For Dental Practices

Having worked with hundreds of practices we've found that the return on investment of time, money and energy manifests itself in four specific areas. Of course the level of tracking and measurement varies greatly between practices depending on the in-practice systems they have in place and the goals they've set for their social efforts. If you're interested in a more thorough discussion, consider listening to our [webinar](#) on this topic.

<h1>SOCIAL MEDIA ROI</h1> <p>FOR DENTAL PRACTICES</p> <p>© 2013 MySocialPractice</p>	1 Greater Retention	Reducing attrition by even 1% through relationship-based marketing can mean thousands in savings each year. It's much more profitable to retain a patient than to replace a patient with a new one.
	2 Increased Case Acceptance	Commonly called "the million dollar filing cabinet", social media makes a dent through education and "stories that spread" about new and previously recommended treatments and services.
	3 New Patients	Social media marketing is primarily internal marketing. Word-of-mouth on steroids increases referrals and generates top-of-mind awareness. New patients aren't one-timers, they're keepers who appreciate you more and spend more.
	4 Added Practice Equity	A deep-seated digital marketing presence, following, and strategy reaches well beyond lightweight SEO services. It's not only far more sustainable and effective, but it's always an important contributor to practice valuation.

Conclusion

If you're not yet benefitting from social media marketing in your practice, today is the best day to get started—and it doesn't need to be difficult. In fact, you already have a loyal tribe of friends, team members and satisfied patients who are willing and able to help spread your practice story through social media.

Designate a point person in your practice. This should be someone with a willing attitude who loves your patients and can focus 10 minutes a day on social media marketing.

If you're already using social media, implement more of the ideas from this white paper. Get a little help if you need it (of course we'd love to have you as one of our My Social Practice valued clients). Practices that integrate the right mindset into their efforts and make a small commitment of time and energy experience great success.

Purposeful tactics driven by thoughtful strategies result in clear benefits that help grow thriving practices. And don't forget to have some fun with it too.

About The Author:



Jack Hadley is one of the founding partners at **My Social Practice**. My Social Practice provides affordable, highly creative ideas, content, social media strategy, and personal support exclusively to dental practices. Jack also teaches Social Media Marketing to MBA students at BYU's Marriott School of Management. Contact My Social Practice at info@mysocialpractice.com or call (877) 316-7516.