

# Practice Growth Through Social Media Marketing

The “Must-Haves” and the “Must-Dos”



*All*  
**MARKETING  
BEGINS  
AND  
OR ENDS**  
**DIGITALLY**

Jack Hadley  
Sept 26, 2015



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MARRIOTT SCHOOL  
OF MANAGEMENT

My  
Social  
Practice

REVIEWS  that MATTER™

I teach Social Media Marketing to MBA students at Brigham Young University's Marriott School of Management in Provo UT.

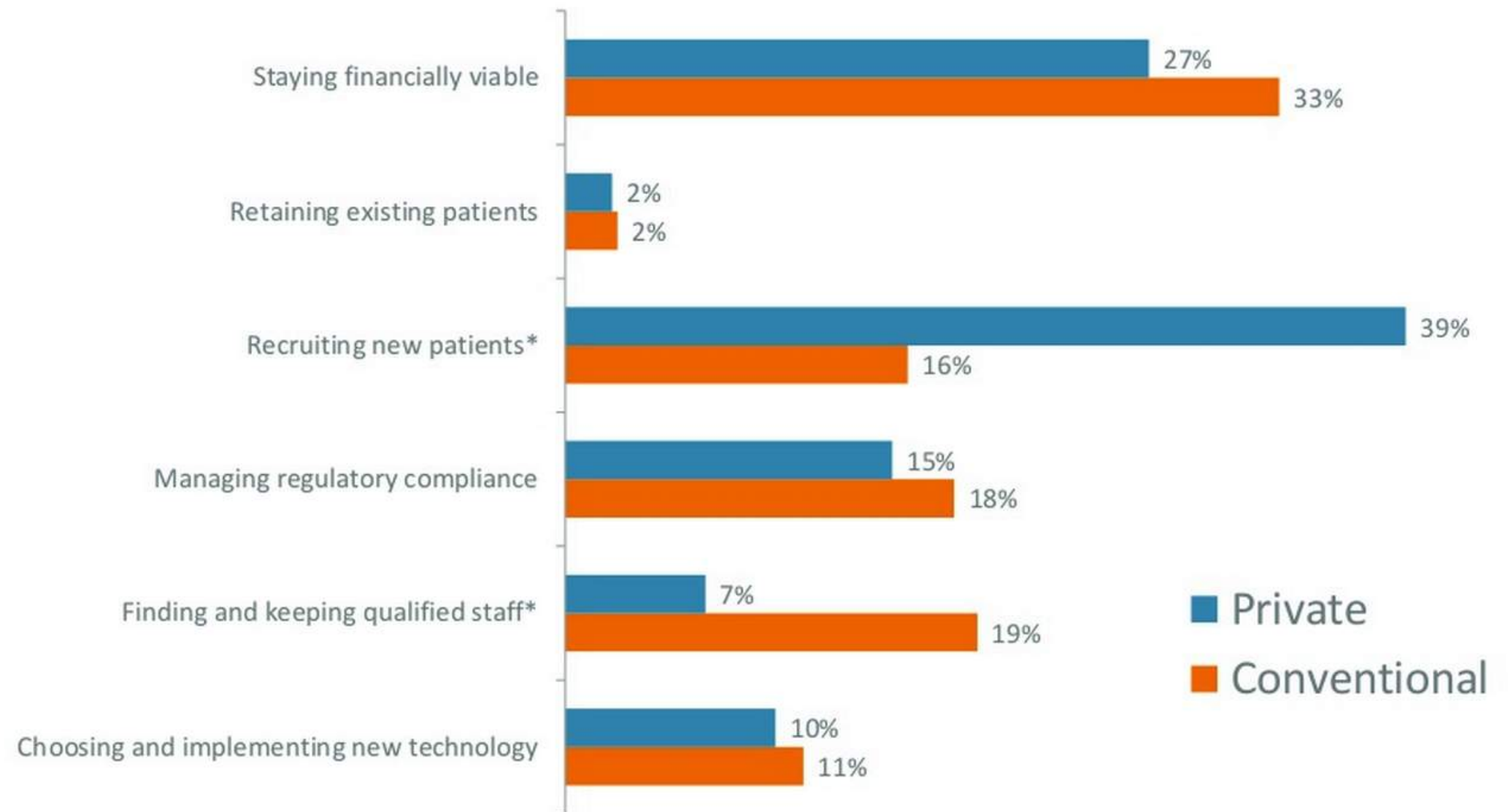
I'm the founder of *My Social Practice*, an agency that provides social media marketing content, strategy, and support to dental practices worldwide.

I'm co-developer of *Reviews That Matter*, a system that helps practices get more Google reviews directly from inside their practices.

# Top Challenge: Recruiting New Patients



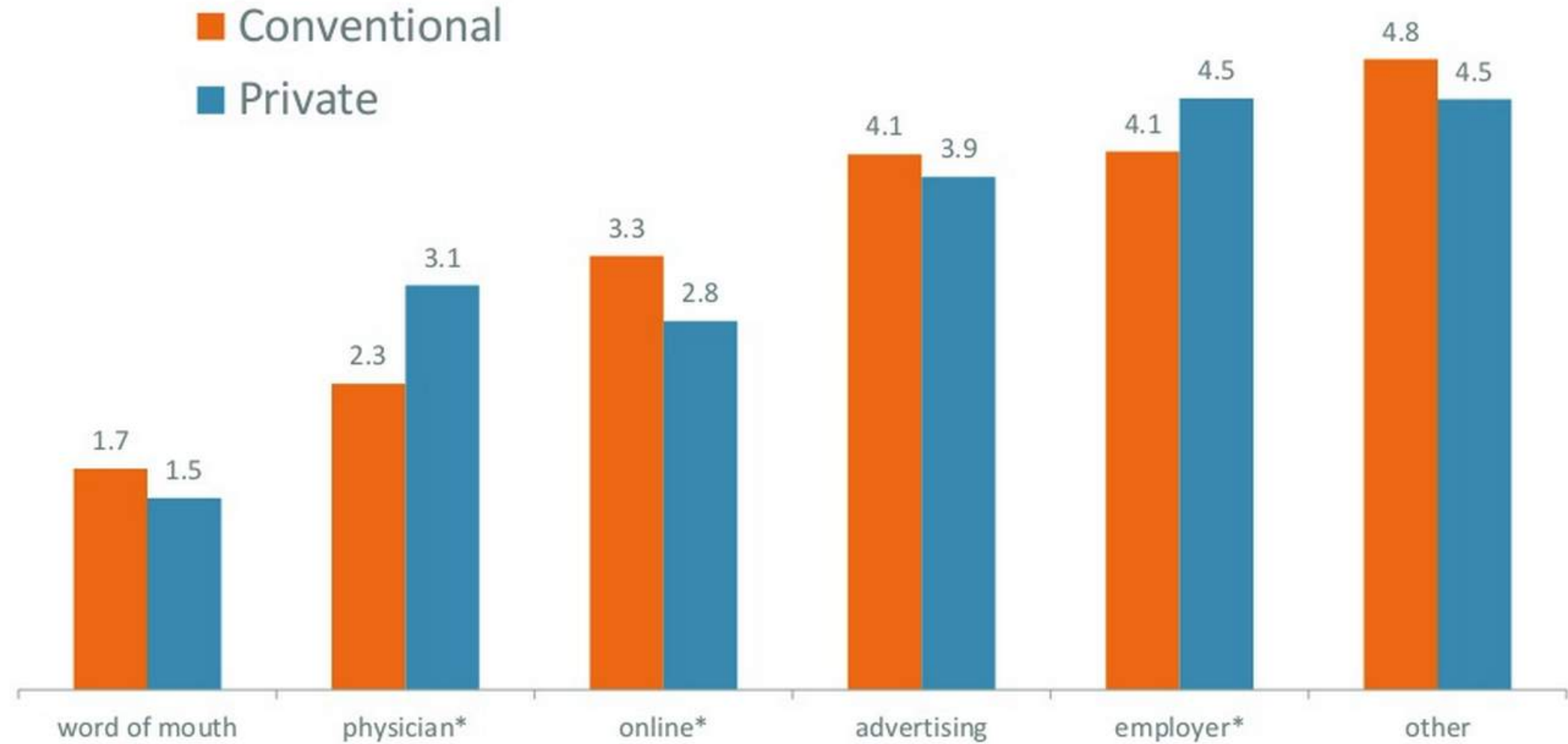
## Top Challenge Faced by Practice



**Most Important Source for New Patients:  
Word-of-Mouth**



## Sources of New Patients Ranked by Importance



# The “Golden Age” Of Advertising



- Advertising Was Trusted
- Word-of-Mouth: Face-to-Face
- Getting Attention Was Easy

# Advertising



- Mass Marketing Funnel
- Numbers Game



**Mass Media**

## What Changed Around

- Smartphones brought social media to the palms of our hands
- Everyone became a critic and businesses are forced to participate in marketing



# What Changed Around 2007?

- Smartphones brought Internet to the palms of our hands.
- Everyone became a publisher, and businesses were forced to participate in marketing.
- Businesses no longer controlled their own brand.





the  
**WHAT**

the  
WHY

the  
HOW

## 1960 – 2007

- Your brand was defined by you!



Donald R. Rozema,  
D.D.S., PC





Donald R. Rozema,  
D.D.S., PC



OME

**Dentist Donald R Rozema, D.D.S., PC**  
Donald R Rozema, D.D.S., PC

At Dr. Rozema's, Atlanta and Sandy Springs **cosmetic and family dentist**, Dr. Rozema and his staff have been helping people achieve beautiful smiles that also come with the confidence of health for over 30 years. We are honored that you have considered us as a resource for advice and care. Nowhere will you find a more helpful and comfortable place to learn about and address your dental health.

Whether you are interested in an Atlanta and Sandy Springs area cosmetic dentist, dental implants, veneers, or TMJ treatment, our knowledgeable doctor and friendly staff can address all of your concerns and needs. You can learn more about Dr. Rozema, Atlanta dentist, by selecting one of the topics listed above, and you can schedule an appointment now by clicking here or by calling our office at 404-252-4220.




### Welcome to Atlanta! We'd like to be your new dentist!



Donald R. Rozema,  
D.D.S., PC

We offer a full array of dental services to help you maintain healthy teeth:

- Bonding
- Cosmetic Contouring
- Specialty Dentures
- Cosmetic Fillings
- Implants
- Veneers
- Whitening
- Diagnodont
- Sealants
- Root Canal Therapy
- Extractions
- Scaling and Root Planing
- Dentures
- Cosmetic Dentistry
- Invisalign
- Zoom Whitening
- Brite Smile



PO box 7654  
Atlanta GA 7945



Mr. & Mrs. John Doe  
123 Any Street  
Atlanta, GA 78945



# Early Websites Mass Marketing, Branding



Dentist Atlanta, GA  
Donald R Rozema, D.D.S., PC  
300 West Wieuca Road, NE  
Building 2 Suite 210  
Atlanta, GA 30342  
(404) 252-4220

- Home
- Staff
- Dentist Atlanta
- Services
- New Patients
- Contact Us
- Appointment Request
- Smile Makeovers

APPOINTMENT REQUEST

Donald R. Rozema,  
D.D.S., PC

WELCOME

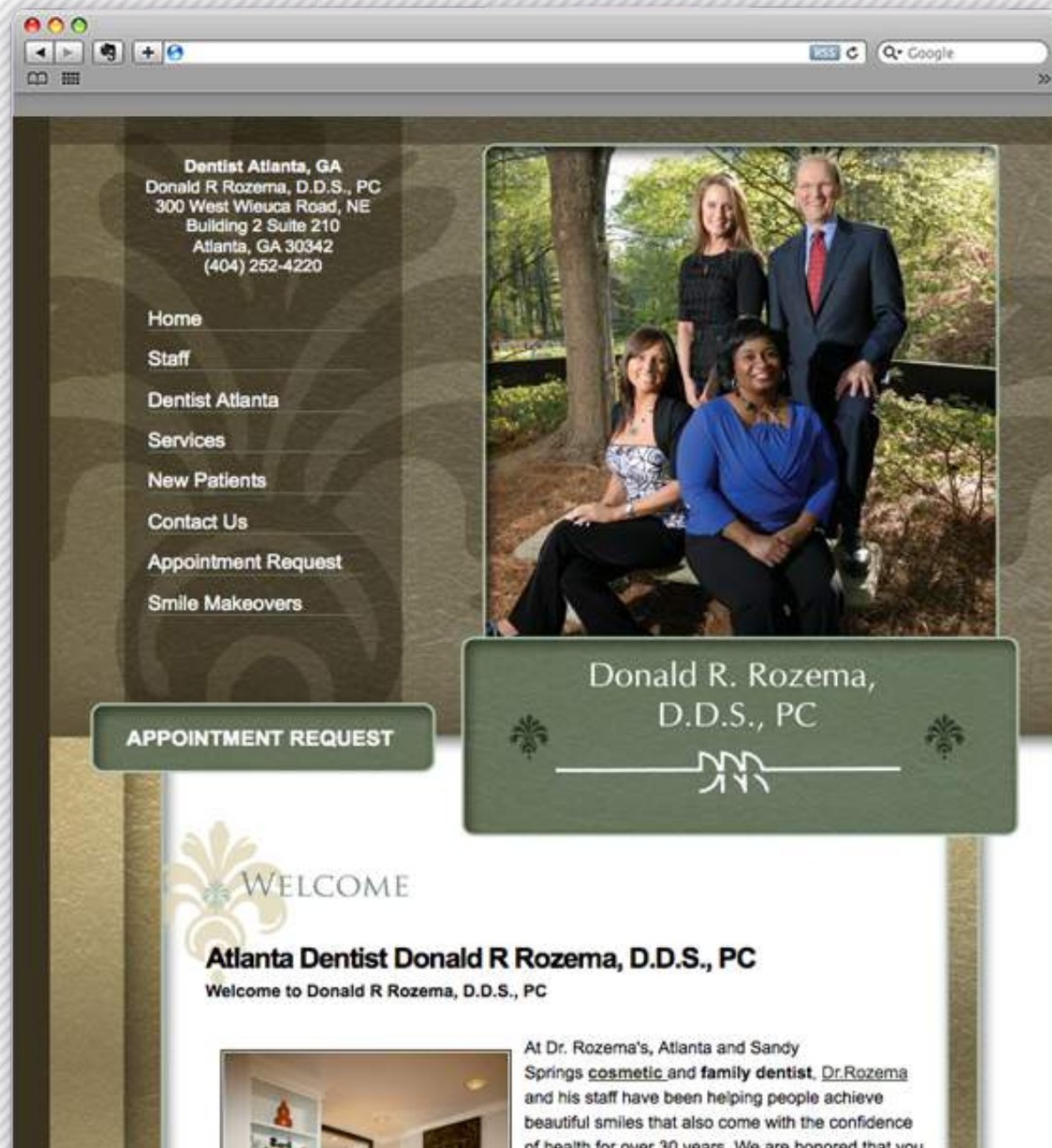
**Atlanta Dentist Donald R Rozema, D.D.S., PC**  
Welcome to Donald R Rozema, D.D.S., PC

At Dr. Rozema's, Atlanta and Sandy Springs **cosmetic and family dentist**, Dr. Rozema and his staff have been helping people achieve beautiful smiles that also come with the confidence of health for over 30 years. We are honored that you have considered us as a resource for advice and care. Nowhere will you find a more helpful and comfortable place to learn about and address your dental health.



# Early Websites

## Mass Marketing, Branding

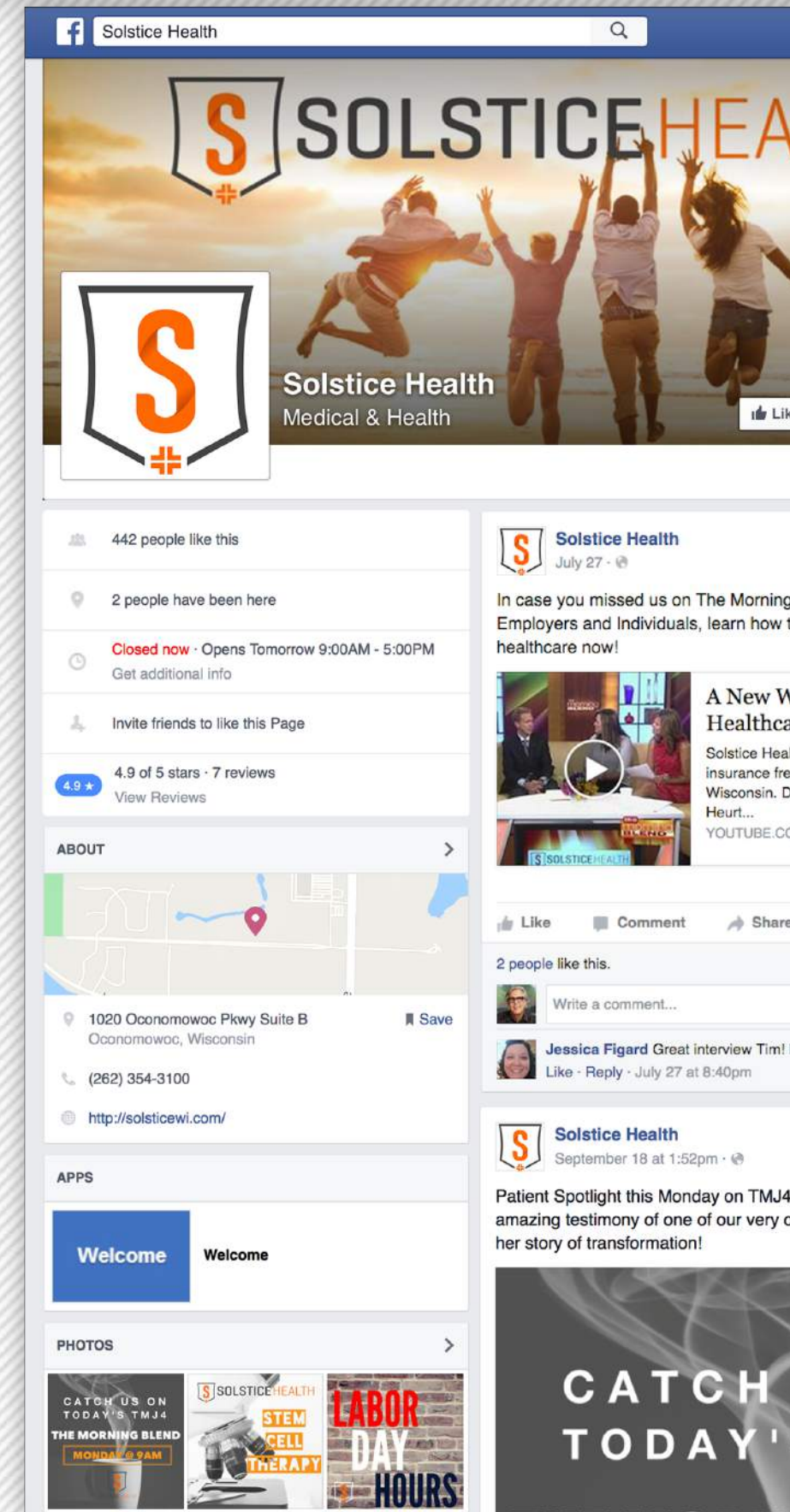


# Today

## Participation



- “Like...”
- “Follow...”
- “Watch...”
- “Request...”
- “Subscribe...”
- “Participate...”
- “Share...”
- “Visit...”
- “Review...”
- “Support...”
- “Enter...”
- “Comment...”



# Today

- Your brand is defined by others!



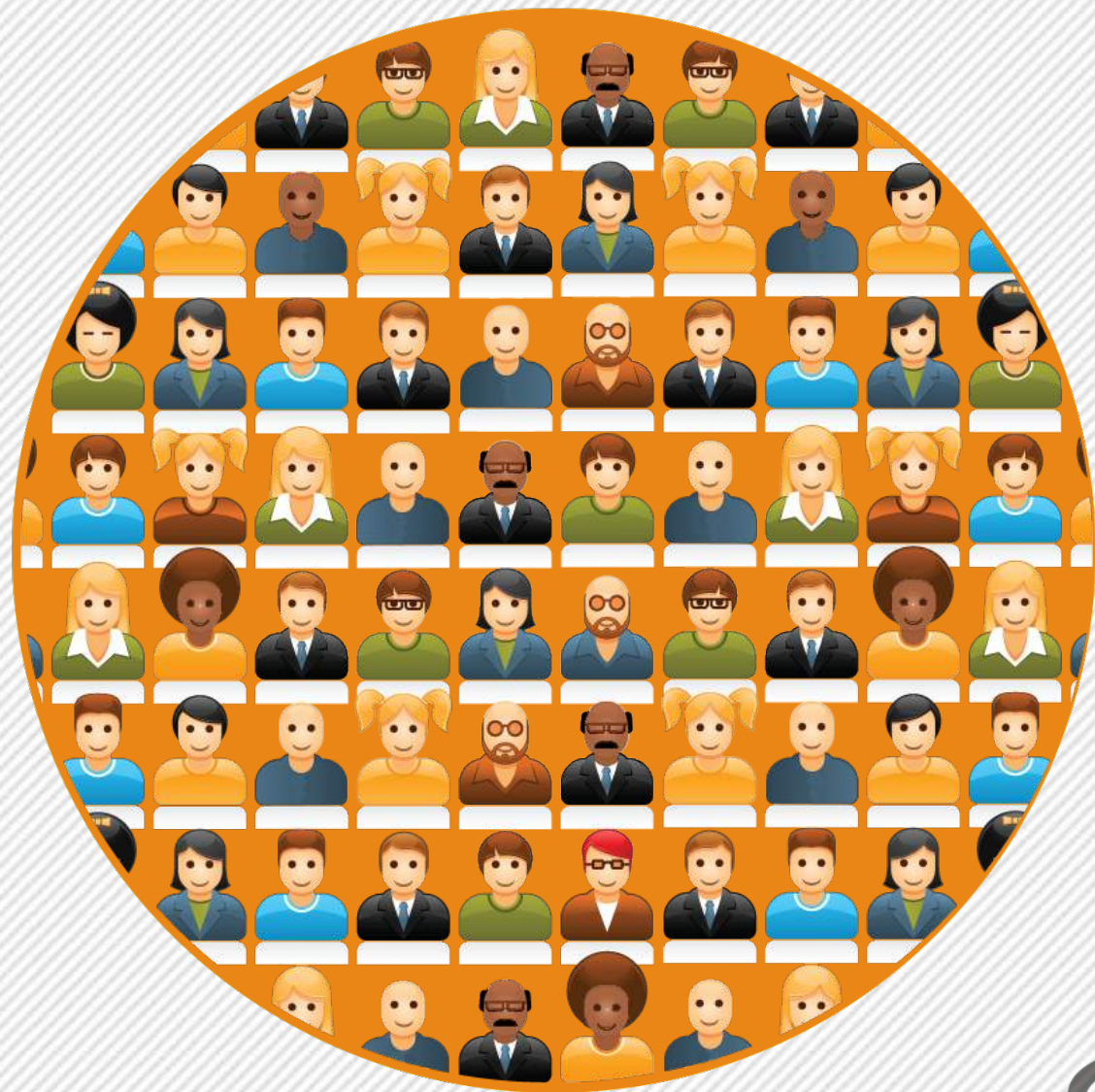
← think

← say  
tweet  
post  
**share!**

← feel

←

# Relationship Marketing



Love  
Your  
Patient





the  
**WHAT**

the  
**WHY**

the  
**HOW**



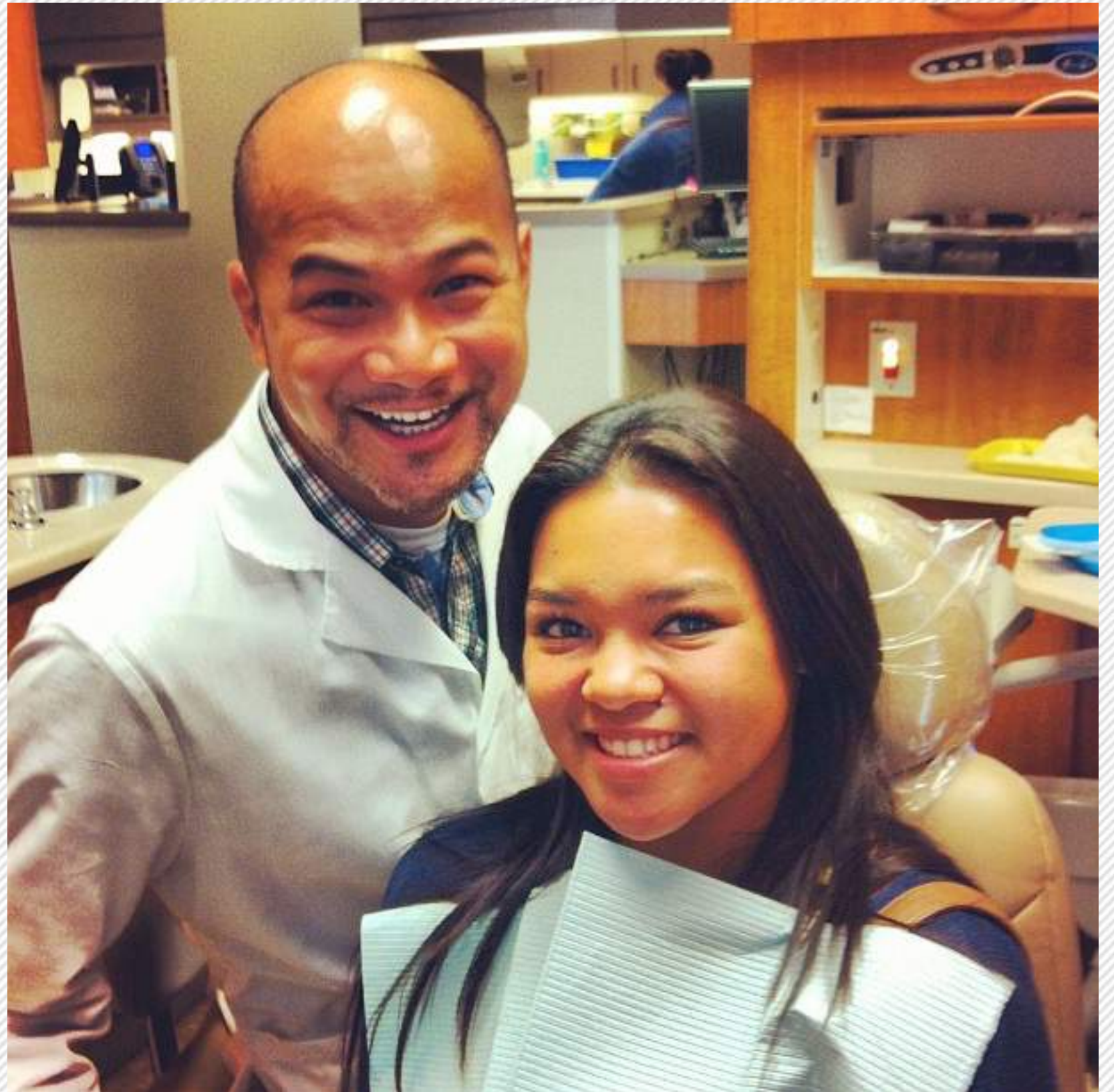


**#dentist**

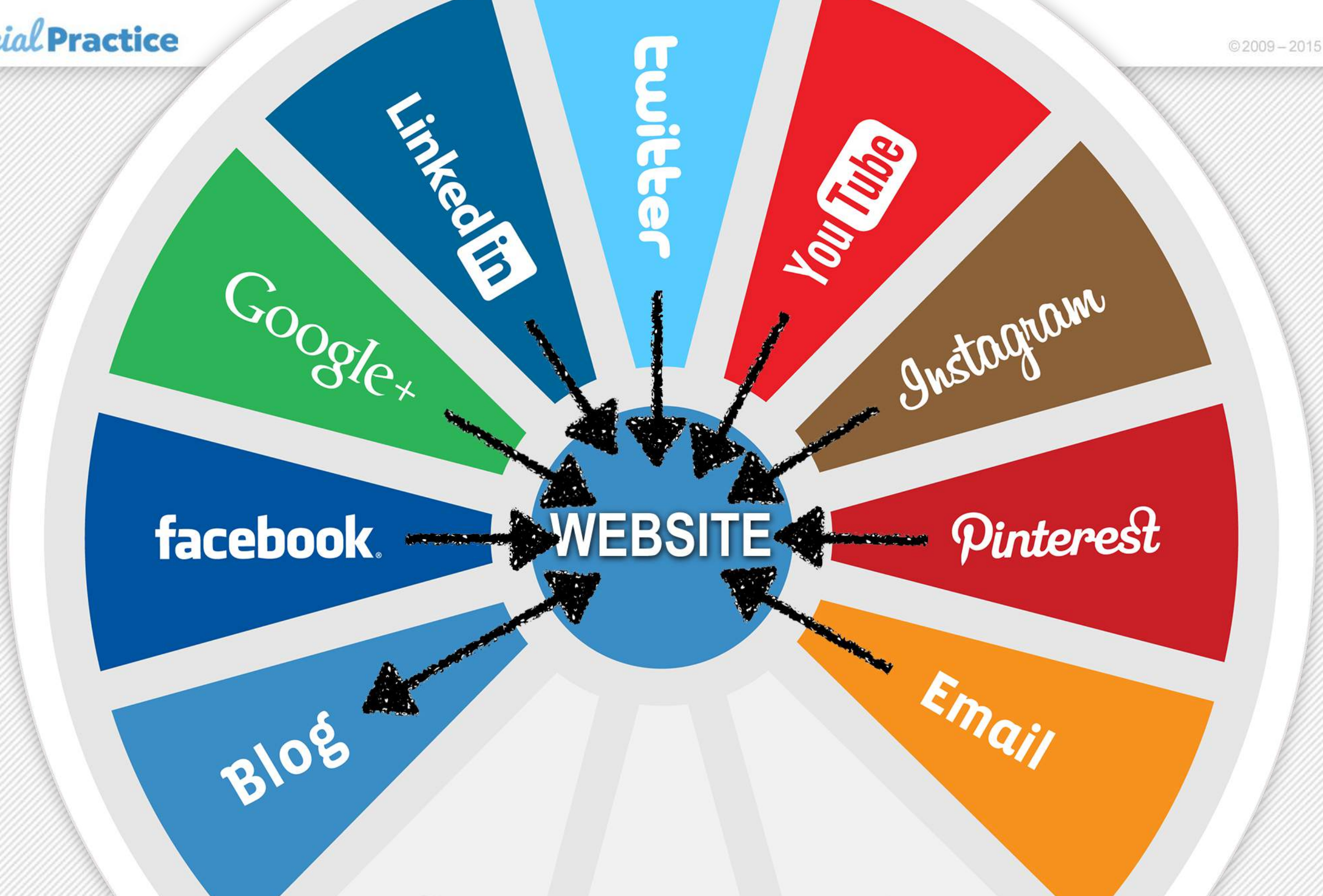




#dentist







Twitter

YouTube

Instagram

Pinterest

Email

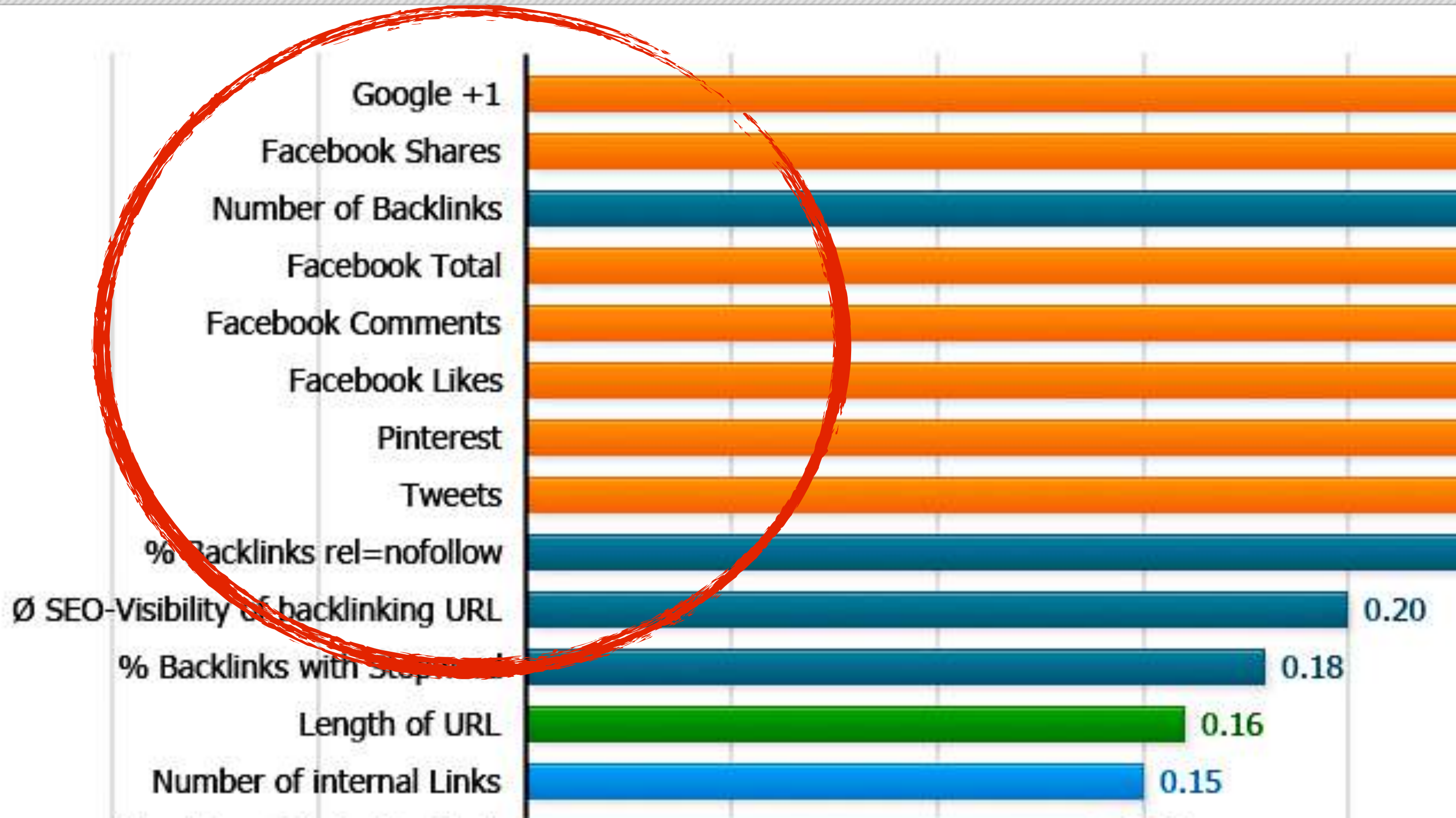
Blog

facebook

Google+

LinkedIn

WEBSITE



the  
**WHAT**

the  
**WHY**

the  
**HOW**

# the HOW

## **Must Haves:** (once)

- 1. Website Basics in Place**
- 2. Simple Suite of Tools**

## **Must Dos:** (ongoing)

- 3. Participate**
- 4. Create/Distribute Content**
- 5. Ongoing Reviews**

Must Haves

# 1. Website Basics in Place

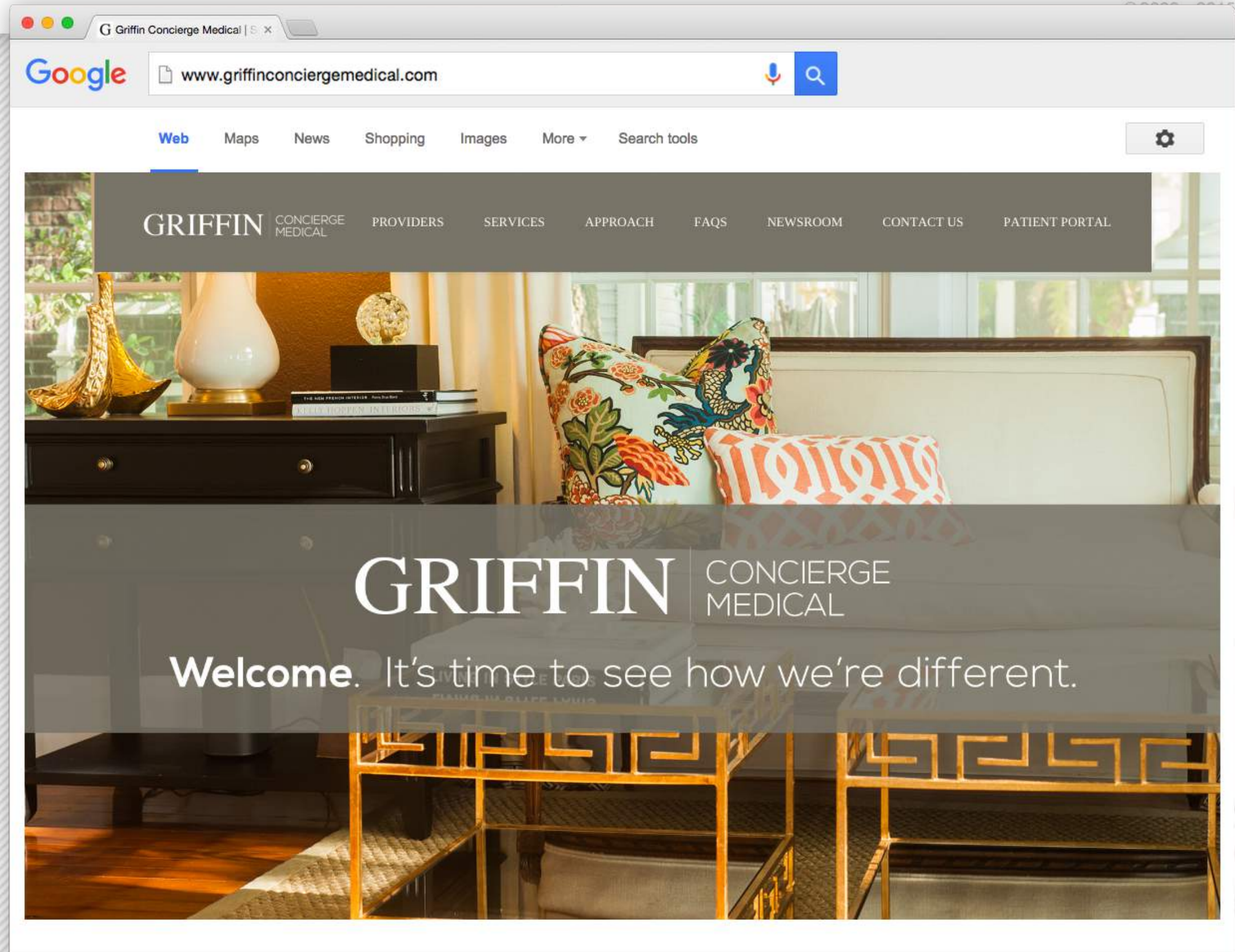
**“Site structure is today’s  
first immovable.”**

- Ryan Camomile, Infogenix



1. responsive
2. structured for indexing
3. blog functionality





GRIFFIN CONCIERGE MEDICAL PROVIDERS SERVICES APPROACH FAQs NEWSROOM CONTACT US PATIENT PORTAL

GRIFFIN CONCIERGE MEDICAL

Welcome. It's time to see how we're different.

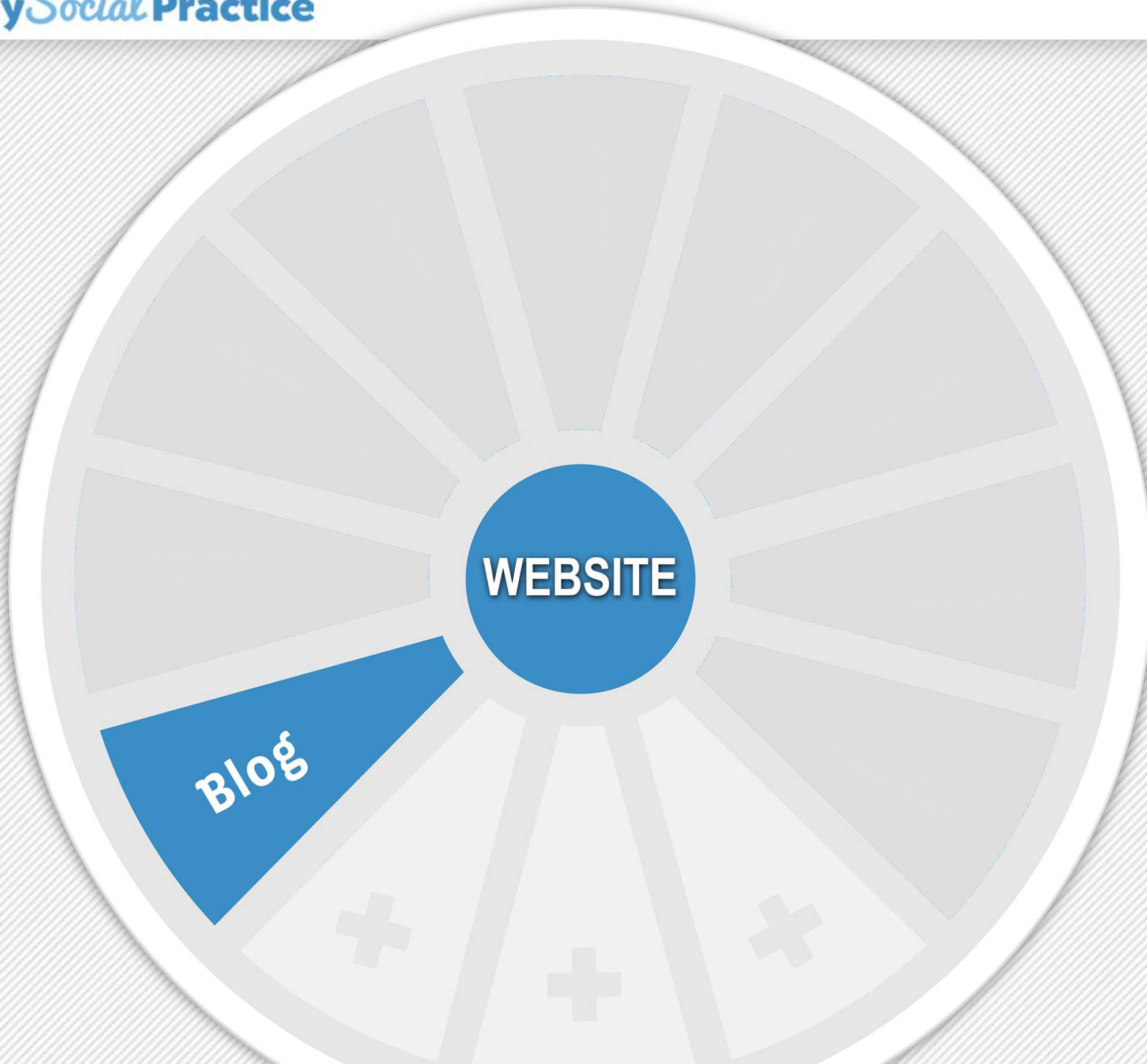
ABOUT OUR PRACTICE

Must Haves

## 2. Simple Suite of Tools

**“Tools are important,  
but always secondary.”**

- Kelly Shelton, Boostability



**dental excellence OF NAPOLEON**  
810 Broadmoor Ave., Napoleon, OH 43345  
(877) 331-9229

28 APR Making Dental Care Easier For Children With Autism

**APPROXIMATELY 1 IN 68 CHILDREN** identify on the autism disorder spectrum. We know autism spectrum disorders (ASDs) can present challenges for children and their families, especially in an unfamiliar place like our dental office.

**Tamina Shares Her Personal Experience**  
In the spirit of Autism Awareness Month, Tamina, a dental assistant with our practice and mother of a daughter with autism, offers a personal look into caring for her daughter Cadence's dental needs.

"For years there was lots of crying and chasing when brushing her teeth," shares Tamina. "The best way to brush was in a corner so she couldn't back away from me." She said she used consistency when brushing... and a lot of singing!

**General Anesthesia Can Help Children With Special Needs**  
Tamina also recognized a need in our area to provide general anesthesia for children like Cadence who struggle to sit still long enough for major dental work. She spearheaded an initiative to offer opportunities for an anesthesiologist to come in and provide child sedation.

"I love the fact that we do general anesthesia days," says Tamina. She is relieved to see children with special needs get the dental care they desperately need.

**Here Are Some More Ideas To Help:**

Tip #1: Practice At Home To Minimize The Surprise  
Practice following simple commands like "open your mouth," "say ah," or "look at the light." Invite your child to lie down in a recliner, so the dental chair feels more familiar.

Tip #2: Educate Your Child About Dental Care  
Take opportunities to stress the importance of clean strong teeth, and how the dentist will help them stay happy and healthy. Let your child know about the appointment ahead of time and answer all of his or her questions.

Tip #3: Help Your Child Feel In Control With Oral Health Routines  
Feeling in control will help your child enjoy their dental routine more. Let them pick their toothbrush and the time of day they brush and floss.

**DENTAL HEALTH FOR CHILDREN WITH AUTISM**

**We're Your Partner In Your Child's Dental Care**  
Of course, you're the one who knows your child's needs the best. Talk to us about what we can do to help you. If you know a family who could benefit from this post, please share!

Thanks for being such great patients and friends.

**Welcome to Dental Excellence of Napoleon**  
Dental Excellence of Napoleon—Michael D. Carpenter, D.D.S. Dentist

254 people like this  
458 people have been here  
Open · 7:00AM - 7:00PM  
Invite friends to like this Page  
4.8 stars · 108 reviews

April 30 at 4:04am · Edited  
**Dental Excellence of Napoleon—Michael D. Carpenter, D.D.S.**  
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Like · Comment · Share · Buffer  
25 people like this  
15 shares

**Amanda Trevino-Hernandez** shared Dental Excellence of Napoleon—Michael D. Carpenter, D.D.S.'s photo.  
April 30 at 12:14am · 1 like

**Steve Collins** shared Dental Excellence of Napoleon—Michael D. Carpenter, D.D.S.'s photo.  
April 30 at 11:00am · 1 like

**Dana Spittler Collins** shared Dental Excellence of Napoleon—Michael D. Carpenter, D.D.S.'s photo.  
April 30 at 9:55am · 1 like

**Tamina Ramirez-Wright Aw** thanks Dana Spittler Collins...  
April 30 at 4:06pm · 1 like

**Amanda Trevino-Hernandez** shared Dental Excellence of Napoleon—Michael D. Carpenter, D.D.S.'s photo.  
April 30 at 6:51am · 2 people like this.

Do you know someone who has an autistic child? I work with one of the sweetest moms ever who has a daughter with autism. Please feel free to share these dental care tips from her. 😊

**Dana Spittler Collins**

DO YOU KNOW DANA?  
To see what she shares with friends, send her a friend request.

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April 30 at 1:03pm · 1 like

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April 30 at 1:03pm · 1 like

FB Reach: 3,334

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Dentist

1,254 people like this

Open · 7:00AM - 7:00PM

3.8 of 5 stars · 108 reviews

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Like · Comment · Share · Buffer

25 people like this

15 shares

**People Who Shared This**

- Kirk Cannibal Okuly shared Dental Excellence of Napoleon--Michael D. Carpenter, D.D.S.'s photo.  
May 1 at 12:14am · 0 likes
- Steve Collins shared Dental Excellence of Napoleon--Michael D. Carpenter, D.D.S.'s photo.  
April 30 at 11:00am · 0 likes
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April 30 at 9:55am · 0 likes
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April 30 at 4:06pm · 1 like
- Amanda Trevino-Hernandez shared Dental Excellence of Napoleon--Michael D. Carpenter, D.D.S.'s photo.  
April 30 at 11:00am · 0 likes

**Amanda Trevino-Hernandez**

Timeline · About · Friends · Photos · More

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Leonor Coleman · Harry Steeth · 2 people like this.

**Dana Spittler Collins**

Timeline · About · Friends · Photos · More

DO YOU KNOW DANA?

To see what she shares with friends, send her a friend request.

PHOTOS

VIDEOS

Dana Spittler Collins shared Dental Excellence of Napoleon--Michael D. Carpenter, D.D.S.'s photo.  
April 30 at 11:00am · 0 likes

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Ashley Lee Reinbolt · Tamina Ramirez-Wright · Jennifer Hedges Joseph · Kristian Hilary Hagaman · Steve Collins · 2 people like this.

**Ashley Lee Reinbolt**

Timeline · About · Friends · Photos · More

DO YOU KNOW ASHLEY?

To see what she shares with friends, send her a friend request.

Worked at Miracles Chiropractic - The Kerr House

Studied at Northwest State University

591 friends

Went to Virginia Emma on Sunday

Became friends with Dana Spittler Collins

FRIENDS · 591

**Steve Collins**

Timeline · About · Friends · Photos · More

DO YOU KNOW STEVE?

To see what he shares with friends, send him a friend request.

Went to Liberty Center High School

Married

From Liberty Center, Ohio

63 friends

Became friends with Dusty Sonnenberg and 2 other people

FRIENDS · 63

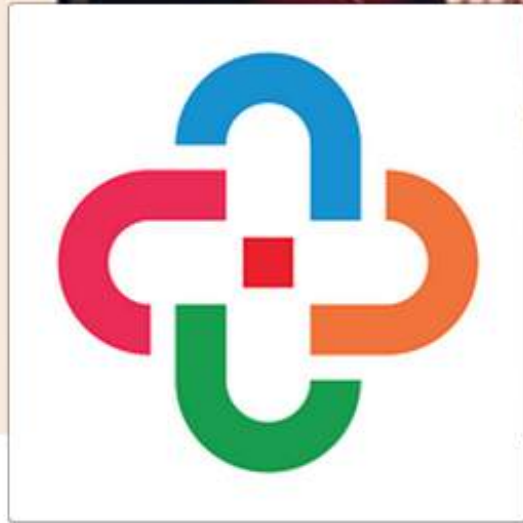
Steve Collins shared Dental Excellence of Napoleon--Michael D. Carpenter, D.D.S.'s photo.  
April 30 at 1:03pm · 0 likes

FB Reach: 3,334





AccessMedicine



**AccessMedicine**  
Family Medicine Practice

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Message



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Photos

Reviews

More



328 people like this



12 people have been here



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**AccessMedicine**

May 15 · 🌐

Dr. Manning speaking at LSU New Orleans about Direct Primary Care. We had a great turn out of medical students, residents, and faculty physicians!





Timeline

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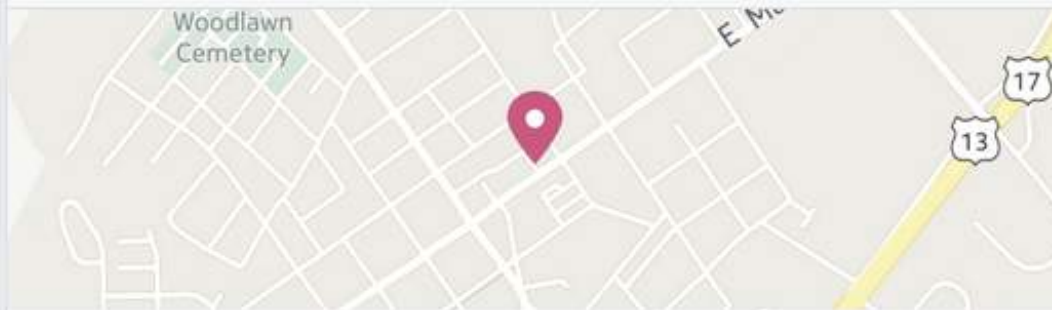
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View Reviews

ABOUT



112 West Main St  
Williamston, North Carolina Save

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Williamston, North Carolina Save

(252) 802-4600

<http://accessmedicine.co/>



AccessMedicine

May 15 ·

Dr. Manning speaking at LSU New Orleans about Direct Primary Care. We had a great turn out of medical students, residents, and faculty physicians!





Like Comment Share

24 people like this.

Top Comments ▾



Write a comment...



**AccessMedicine** Hi Cindy, direct primary care is a retainer based membership model where patients pay for primary care services through a monthly or yearly fee. There is no insurance billing, includes better access to the practice, longer office visits, and more compr... [See More](#)

Like · Reply · May 16 at 9:08am

↳ 1 Reply



**Doc Johns** Steven, good to see you doing well. I had someone approach me about this direct primary care this past week. He wanted me to come on board. Can you tell me a little more about it?

Like · Reply · May 16 at 5:37am



**AccessMedicine**


May 14 · 🌐





**gmdentistry**

Following

4 days ago ·  Gustafson and Morningstar Dentistry  
Maryam our "patient of the day" with Dr Shari and Lalie.

 [randyalvarez](#), [wavelwellsdds](#), [ahsanmustafa86](#) and 2 others like this.




Leave a comment...




# Personal Profile

Linked in
Search for people, jobs, companies, and more...  Advanced

Home Profile Connections Jobs Interests





**Aparna Sadineni, DDS, MAGD, FICOI**  
 Dentist / Owner at Dublin Metro Dental Group

Dublin, Ohio | Hospital & Health Care

Current Dublin Metro Dental Group  
 Previous ImmediaDent, Mahavir Dental Hospital & Research Center  
 Education Misch International Implant Institute


500+ connections

Send a message


★ Relationship Contact Info

Email <a href="mailto:media@dublinmetro dental.com">media@dublinmetro dental.com</a>	Phone 614-766-5600 (Work)
Address Dublin Metro Dental Group 420 Metro Place South, Suite: B Dublin, OH 43017	
LinkedIn <a href="http://www.linkedin.com/in/dublinmetro dental/en">www.linkedin.com/in/dublinmetro dental/en</a> Website <a href="#">Company Website</a> <a href="#">Dublin Metro Dental Facebook</a> <a href="#">Dublin Metro Dental Youtube</a>	


**Others at Dublin Metro Dental Group**




**Ashley Waller**  
Office Manager at Dublin Metro Dental Group




**Jenna Hoffman**  
Dental Assistant at Dublin Metro Dental Group



**Veronica Scott**  
Certified Dental Assistant at Dublin Metro Dental Group




**Leah Passett**  
Registered Dental Hygienist at Dublin Metro Dental Group




**Nicole Tuinstra**  
EFDA & Registered Dental Hygienist at Dublin Metro Dental Group

**Posts**


Published by Aparna 2,696 followers  
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**Quick Fixes For Awkward Dental Moments**  
April 1, 2015



**3 Tips For Eating Healthy Lunches Your Teeth Will...**  
March 30, 2015




**Six Awesome, Surprising Toothpaste Uses**  
March 27, 2015

# Business Page

Linked in
Search for people, jobs, companies, and more...  Advanced


Home Profile Connections Jobs Interests







**Dublin Metro Dental Group**

66 followers Follow

**Home**



**How You're Connected**


 1st
 2nd
 2nd
 2nd

**1** first-degree connection  
**12** second-degree connections  
**16** Employees on LinkedIn

See all

**Recent Updates**

**Dublin Metro Dental Group** Les is a long time patient with our office and wanted to share his Love for Dr. Sadineni after his visit! Thanks for being such a great patient, we truly enjoy having you and Marge in our office!!



**Specialties**  
 Porcelain Veneers, Porcelain Crowns, Dental Implants, Dental Bridges, Dentures, Oral Sedation, Tooth Extractions, Bonding, Pediatric Dentistry, Tooth Colored Fillings, Invisalign® Clear Braces, Teeth Whitening and Emergency Dental Services.

**Website**  
<http://www.DublinMetroDental.com>

**Industry**  
 Health, Wellness and Fitness

**Type**  
 Sole Proprietorship

**Headquarters**  
 420 Metro Place South Suite:B  
 Dublin, Ohio 43017 United States

**Company Size**  
 1-10 employees

**Founded**  
 2008

Must Dos

## 3. Participate

**“Effective social media marketing doesn’t start online... It starts inside your practice.”**

- Jack Hadley



**← THIS M.D.**  
**IS CHANGING  
PRIMARY  
HEALTH CARE**

Must Dos

## 4. Create/Distribute Content

**“If you simply build it,  
they WON’T come.”**

- Jack Hadley

## 6 Great Content Characteristics

- engages
- provides value





**Shipp Dentistry**

February 12 · 🌐

YAY for no cavities! 🙌😊 — with Audrey Bateman Nolte and Alison Gorrell.

Tags: Shipp Dentistry

Like · Comment · Share

👍 56 people like this.



**Alison Gorrell** Thank you Audrey Bateman Nolte and Dr. Shipp for making her experience so great! She was so comfortable and looks forward to her next visit!

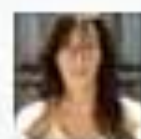
Like · Reply · 🔄 2 · February 12 at 5:13pm



Write a comment...



2 people like this.



**Emily Golden Drews Chef** What is your feeling on this Dr Griffin?

March 19, 2014 at 8:38pm · Like



**Griffin Concierge Medical** <http://www.menshealth.com/health/saturated-fat#mobify-bubble>



### What if Bad Fat is Actually Good for You?

For decades, Americans have been told that saturated fat clogs arteries and causes heart disease. But there's...

MENSHEALTH.COM

March 19, 2014 at 8:40pm · Like · 1



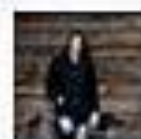
**Griffin Concierge Medical** I think there is something to this.

March 19, 2014 at 8:41pm · Like · 1



**Emily Golden Drews Chef** I find this very encouraging. I love seeing this information going mainstream.

March 19, 2014 at 8:48pm · Like



**Lauren Brown Radley**, this is exactly true as long as the meats, eggs & butter etc...are from grass fed cows, free range chicken and free range pig. It's not that meat is bad it's what humans are feeding the animals. I am working on my ND currently and have been studying a lot nutrition and healing foods. GMOs & organic are not fads, as some like to think there's great relevance to it all. Kinda sick how we do things & what the FDA allows.

March 19, 2014 at 8:55pm · Like



Write a comment



## 6 Great Content Characteristics

- engages
- provides value
- shares practice culture
- boosts clout



4,365 people like this

Invite friends to like this Page

ABOUT

www.integrativeasheville.org  
828-575-9600  
372 Depot St, Suite 10  
Asheville, NC 28801

http://www.integrativeasheville.com/

PHOTOS



Integrative Family Medicine of Asheville

August 23 at 5:39pm

We won 7 awards!

We would like to sincerely thank our wonderful patients for voting for us in the Mountain Xpress Best Of 2015 contest! We are honored and humbled to have placed in the following categories:

\*Business That Improves WNC The Most- 1st Place... See More





Like

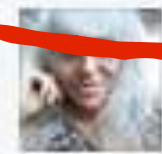
Comment

Share

366 people like this.

Most Recent ▾

21 shares



**Shannon O'Neill** Congrats! Thank you for improving the health of our community 😊

Like · Reply · 👍 1 · August 23 at 6:39pm



**Amanda Phelps** Congratulations!!

Like · Reply · August 23 at 6:54pm



**LaShawn Correa** You deserve it! You guys are amazing and we are always recommending you.

Like · Reply · August 23 at 7:03pm



**Jane Schultz Champion** I love my Docs! It seems the rest of Asheville agrees. The new paradigm of medicine.

Like · Reply · August 23 at 7:28pm



**Marcella McClatchey** That's amazing!! Congratulations.

Like · Reply · August 23 at 7:57pm

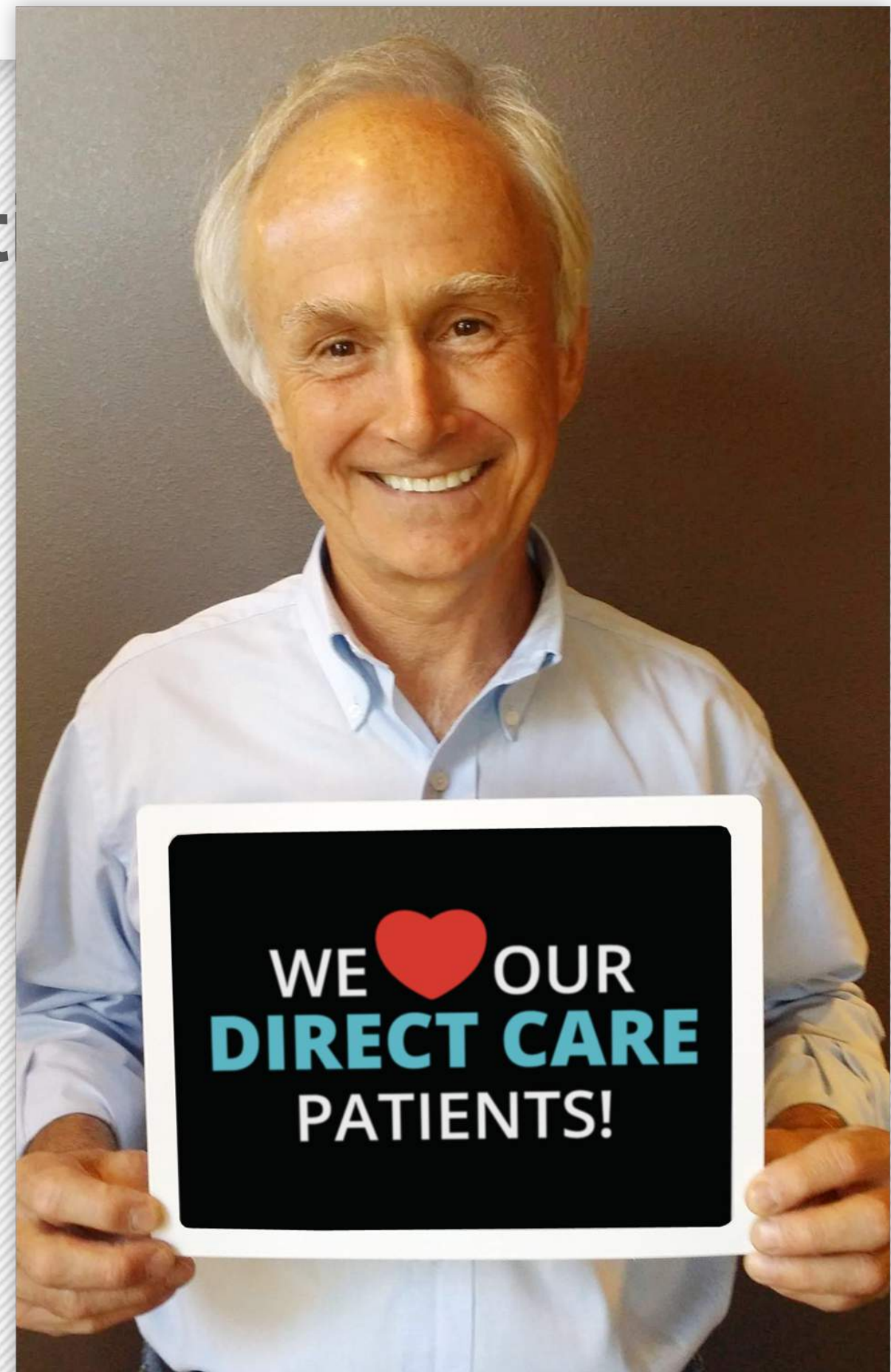


**Au Gus Tus** Yall rock!

Like · Reply · August 23 at 8:02pm

## 6 Great Content Characteristics

- engages
- provides value
- shares practice culture
- boosts clout
- demonstrates passion
- strengthens relationships



Must Dos

## 5. Ongoing Reviews

**“This is one search factor over which you have much control.”**

- Rand Fishkin, MOZ



Open until 3:00 pm

USF Health South  
Tampa Center for Advanc...  
2 reviews  
Health · Tampa General Cir



Website



Directions

Tampa Urology  
No reviews  
Medical Group · W Swann Ave



Website



Directions

Dr. Joan M. Mccarthy, MD  
4 reviews  
Doctor · Columbia Dr  
**Closed today**



Website



Directions

Dr. Kevin E. Elder, MD  
No reviews  
Family Practice Physician · W S...



Website



Directions

Griffin Concierge Medical  
4.9 ★★★★★ 7 reviews  
Family Practice Physician · S H...  
Opens at 8:30 am



Website



Directions

Usf Physicians Group:  
Dabrow Sharon MD  
No reviews  
Pediatrician · Davis Blvd  
Opens at 8:00 am



Website



Directions

# Griffin Concierge Medical ★

4.9 ★★★★★ 7 Google reviews

Family Practice Physician

**Address:** 1315 S Howard Ave #102, Tampa, FL 33606

Website

Directions

**Phone:** (813) 350-9090

**Hours:** Open today · 8:30 am – 5:00 pm ▾



Street View



Photos

## Review summary

Write a review

- 5 ★
- 4 ★
- 3 ★
- 2 ★
- 1 ★



# 4.9



7 reviews



"...to help you select the **medical treatment/** meds..."



"New patient with unexpected issue."

## Google reviews

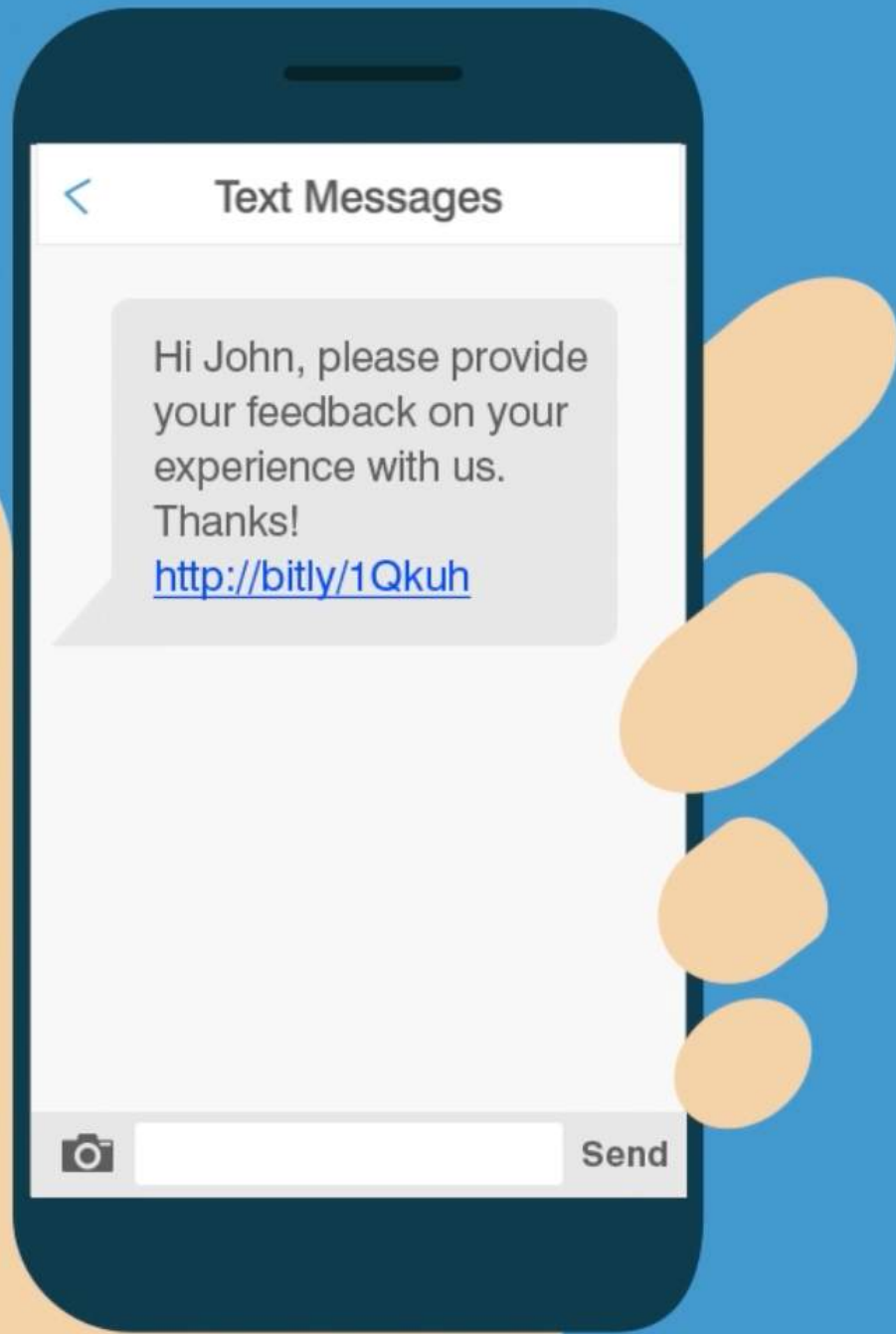


**Robert Dikman**

4 months ago

“Would you mind  
writing us a review?”



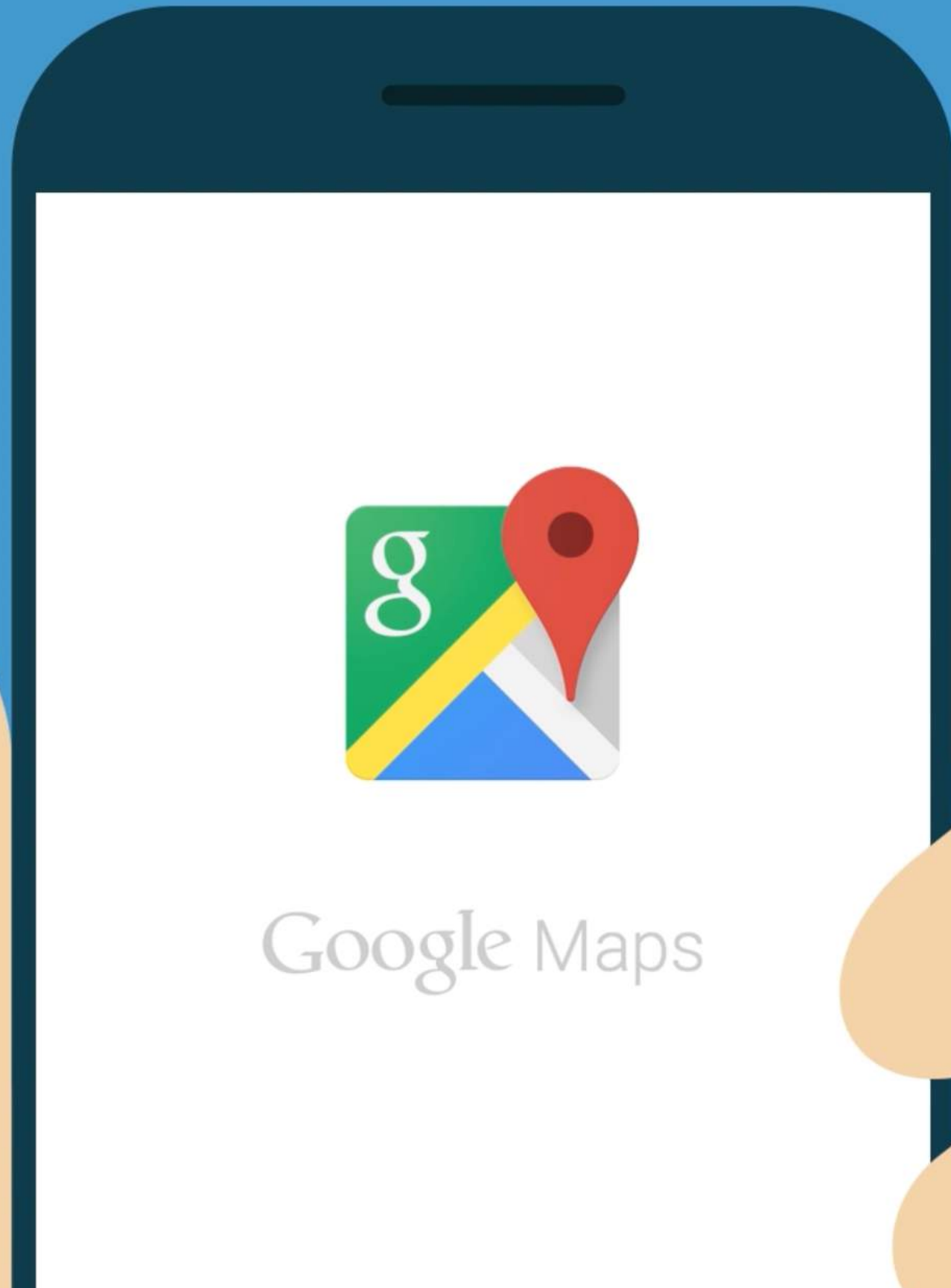


## Text Messages

Hi John, please provide your feedback on your experience with us. Thanks!  
<http://bitly/1Qkuh>



Send



Google Maps

Google™



Rate and review



**John Peterson (you)**

Posting publicly on the web



They have personal touch and I love all of the state of the art equipment!

Q

W

E

R

T

Y

U

I

O

P

(614) 889-2211

**C** 6655 Post Road Suite A  
Dublin, OH  
(614) 336-7643

**D** 6708 Perimeter Loop Rd  
Dublin, OH  
(614) 761-2600

**E** 5118 Blazer Pkwy  
Dublin, OH  
(614) 764-2845

**F** 6805 Avery-Muirfield Dr  
Dublin, OH  
(614) 932-0200

**G** 200 W Bridge St  
Dublin, OH  
(614) 889-9661

n Ohio Dental ...

f Dublin Ohio Dental Group,  
and friendly atmosphere



See photos



# Dr. Ray Thomas

Directions

4.8 ★★★★★ 322 Google reviews

Cosmetic Dentist

**Address:** 420 Metro Pl S, Ste: B, Dublin, OH 43017

**Phone:** (614) 766-5600

**Hours:** Open today · 8:00 am – 6:00 pm

## Reviews

Write a review



"They have the personal touch and I love all the **state of the art** equipment!" 7 reviewers



"I had wisdom **tooth extractions**, and the whole process was awesome." 15 reviewers



"Liked good **service** and makes you to understand your teeth cleaning in better way."

[View all Google reviews](#)

# the HOW

## **Must Haves:** (once)

- 1. Website Basics in Place**
- 2. Simple Suite of Tools**

## **Must Dos:** (ongoing)

- 3. Participate**
- 4. Create/Distribute Content**
- 5. Ongoing Reviews**

YouTube



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MySocialPractice.com



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### Playing Tag With Your Team

260 views 3 months ago

Tagging your team members on your social media posts is a great way to increase top-of-mind awareness for your practice, and get more Likes, comments, and shares.

This video shows an example from one of our awesome client's Facebook page.

My Social Practice is the #1 comprehensive, integrated social media marketing solution for dental,...

[Read more](#)

Created playlists



[mysocialpractice.com/aapp](http://mysocialpractice.com/aapp)





TIME

Solutions That Matter

HEALTH

# Medicine Is About to Get Personal

David Von Drehle | Dec. 22, 2014



**How can Americans get better health care for less money? There's a quiet experiment going on among primary-care physicians, and the results are intriguing**

Nowhere outside the pages of Dickens is there a more aptly named fellow than Garrison Bliss. A trim, gray man, he has twinkling eyes and a face lit by a smile of such authenticity that it makes you think of Shaker furniture. But he's a doctor, not a mystic. And he's smiling because he believes he and his cousin have found the answer to one of the toughest questions in health care.

