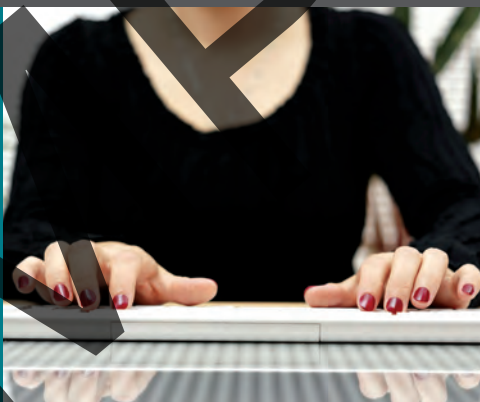


The ADA Practical Guide to Internet Marketing

- SEO
- Social Media
- Reputation Management
- Patient Engagement
- Content Creation



The ADA Practical Guide to Internet Marketing

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Chapter 2:

Putting It Together: The Building Blocks of Internet Marketing

By PBHS



Where people used to open the Yellow Pages to find a local dentist, they are now turning to Google and social networks. Even referred patients, who used to solely trust the opinion of their dentist, are now researching local specialists and basing their decisions on the testimonials of other patients.

Chapter 2:

Putting It Together: The Building Blocks of Internet Marketing

By PBHS

Learning Objectives

- Establish goals and a budget
- Create a comprehensive, functional, and effective website
- Develop a social media presence
- Establish Internet authority for your practice

Why Does My Practice Need Internet Marketing?

Many practices are beginning to realize that Internet marketing is a necessary element in any well-rounded marketing campaign, and the dental industry is no exception. Where people used to open the Yellow Pages to find a local dentist, they are now turning to Google and social networks. Even referred patients, who used to solely trust the opinion of their dentist, are now researching local specialists and basing their decisions on the testimonials of other patients.

Studies conducted by BrightLocal show that 39 percent of potential consumers will use the Internet to find local businesses at least once a month, with 38 percent of those searching for a dentist or doctor at least once in the last year.¹

By not participating in Internet marketing, a practice may miss out on a significant amount of potential patients.

¹ "Local Consumer Review Survey 2014." Bright Local. www.brightlocal.com/2014/07/01/local-consumer-review-survey-2014. Last accessed on July 9, 2014.

What Do I Need to Start?

- **Goals/Budget**

Do you want new patients, a larger referral base, easier access to the practice, or more patient referrals? How much is each new lead worth and what is your budget?

- **Brand**

A consistent brand will not only convey a more professional appearance, it can also be effective in unifying your marketing channels to become a more recognizable local entity.

- **Website**

Your website should be the foundation of all your marketing and enhance the value of your practice.

- **Social Media Channels**

Social media channels are an important public relations platform for promoting your brand, engaging your patient/referral base and creating a personal resource for prospective patients to better understand your practice philosophy.

- **Business Listings — Search Engine Optimization (SEO)**

Consistent and correct business listings help Google properly grant your website authority and help you rank more effectively in search results and map listings.

- **Google AdWords**

Whether or not AdWords (or pay-per-click marketing) is right for your practice depends on how competitive your market is and what procedures you would like to promote. For competitive markets, AdWords may be the best way to get instant exposure while your other marketing efforts mature.

Goals and Budget

To help determine your objectives, first determine the needs of your practice: Are you hoping to establish new patients or gain referrals? For busy practices, receiving new patients may not be the main goal, but rather staying in touch and engaging existing patients. Some practices may find it most important to market high-production cases. For others, the objective may be to increase the visibility of their brand in a new location.

Establishing your goals is the most important step in assessing your budget. Cheaper is not always better. Hiring professionals who are experts and are able to spend their time working on your campaign may be your best investment. While the objective of this chapter is not to create guidelines for defining your budget, the recommended allocation of practice production spent on marketing is normally three to five percent. But for a new practice, seven percent is your best reference. Therefore, a marketing budget (depending on your goals) would be determined by your projected annual production.

Where to Begin With Website Design

Choosing a Website Designer

There are three factors to consider when choosing a website design company:

1. **Involvement.** How involved do you want to be in the process?
2. **Experience.** An experienced web design company understands that there is an important balance between the needs of the practice, the patient and the search engines.
3. **Examples.** Look at their other clients. Do the sites look pleasing? Are they engaging, educational and ranking well on Google and Bing? Are these practices happy with the customer service of their designers?

Work Examples — Take a Look at the Designer's Portfolio

A reputable website design firm should have a portfolio available for you to view. Some things to look for include:

- Do you like the designs?
- How do they look on mobile devices?
- What features are built into the site?
 - Content
 - Content management system (website editor)
 - Contact forms
 - Social media integration
 - Testimonials
 - Secure online registration
- How do the websites rank in Google? (Don't just search for "dentist")
 - Search by procedures (i.e., teeth whitening, dental implants, etc.)
 - Check locations
 - Search for the doctor's and the practice name

Ask your member association who they recommend or endorse for website design and search engine marketing.

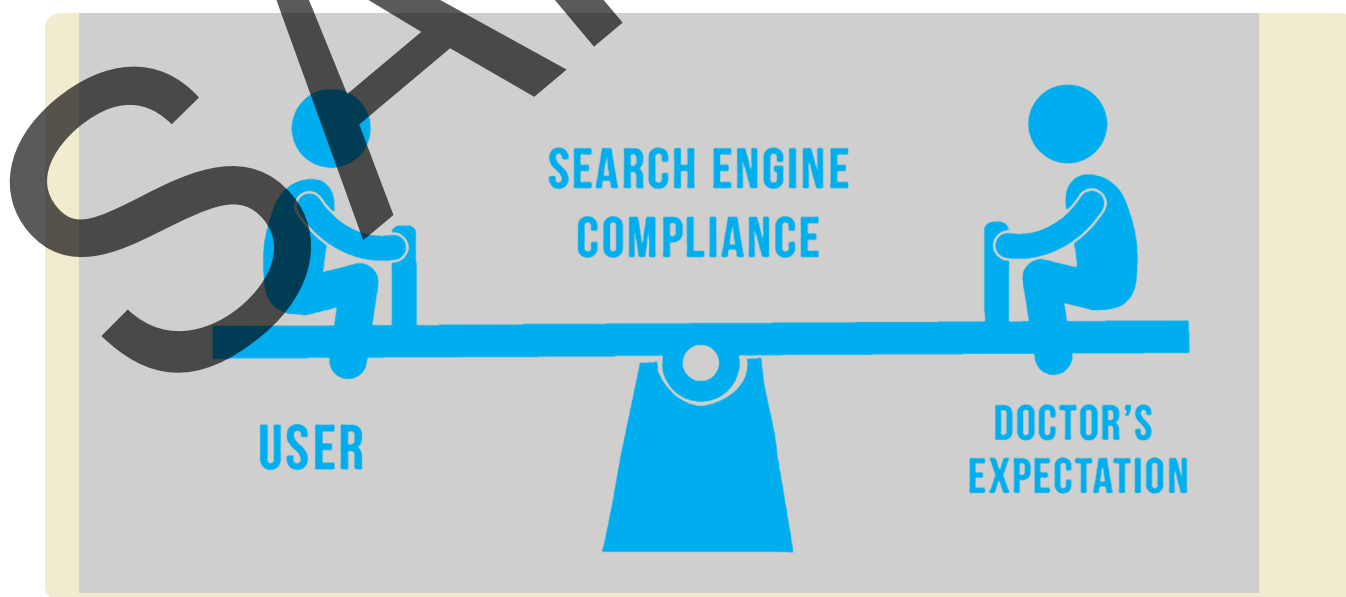
Designing a Website

There is a delicate balance between design expectations, patient engagement and search engine optimization.

A well-designed website should be user friendly — making common actions and educational content easy to access to engage both the patient and search engines.

Two items to avoid when designing your website include:

- Having no content ("A clean look"). Without content, search engines can't index data.
- Meaningless, keyword-stuffed content. This is an outdated spam technique and can ruin your chances for ranking high on search engines.



There is a delicate balance between design expectations, patient engagement and search engine optimization.

Google+

Google+ is Google's answer to Facebook. In addition to being a social media channel, Google+ can also benefit search engine rankings of the practice website. From your Google+ page, viewers can access a plethora of information including directions to your office, business hours and patient reviews. Most savvy practices promote Google Reviews as a means of increasing exposure. Google is also linked with YouTube, so any videos you have uploaded onto your YouTube channel will also display on your Google+ page. When setting up your Google+ page, it's important to obtain verification by Google. The verification process ensures that your company is authentic and legitimately located at the listed address.

The Practice Blog

A blog linked to your website is an accessible channel for current and potential patients to learn more about the practice, procedural details, and dental trends. One of the most prominent benefits of blogging regularly is the addition of fresh content to your website, which boosts your search engine optimization efforts. Setting up and maintaining a blog can be relatively easy with platforms like Wordpress and Hubspot. Blogging regularly for your practice (at least once a week) is also a great way to promote the personality of your practice.

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The 3 Es of Social Marketing

Education

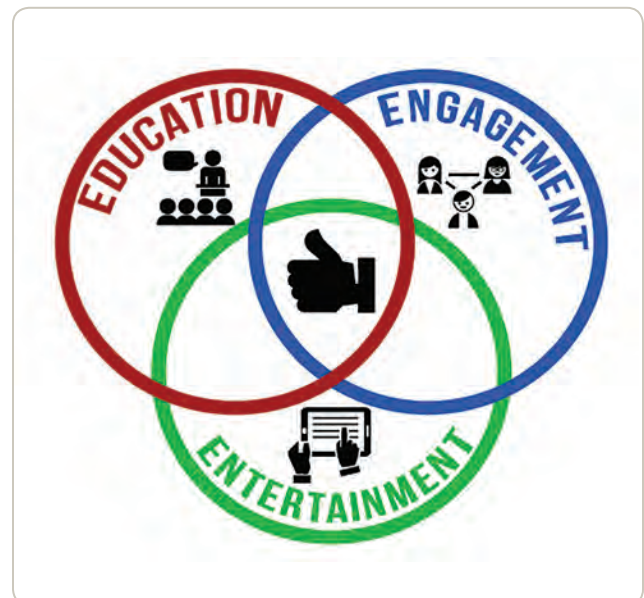
Create posts that inform your fans about procedures, interesting facts related to dental health and information on maintaining good oral health.

Engagement

Keep in mind that social media is based upon interaction among people where information and ideas are created and exchanged; it's necessary that your posts encourage response, i.e., comments and likes.

Entertainment

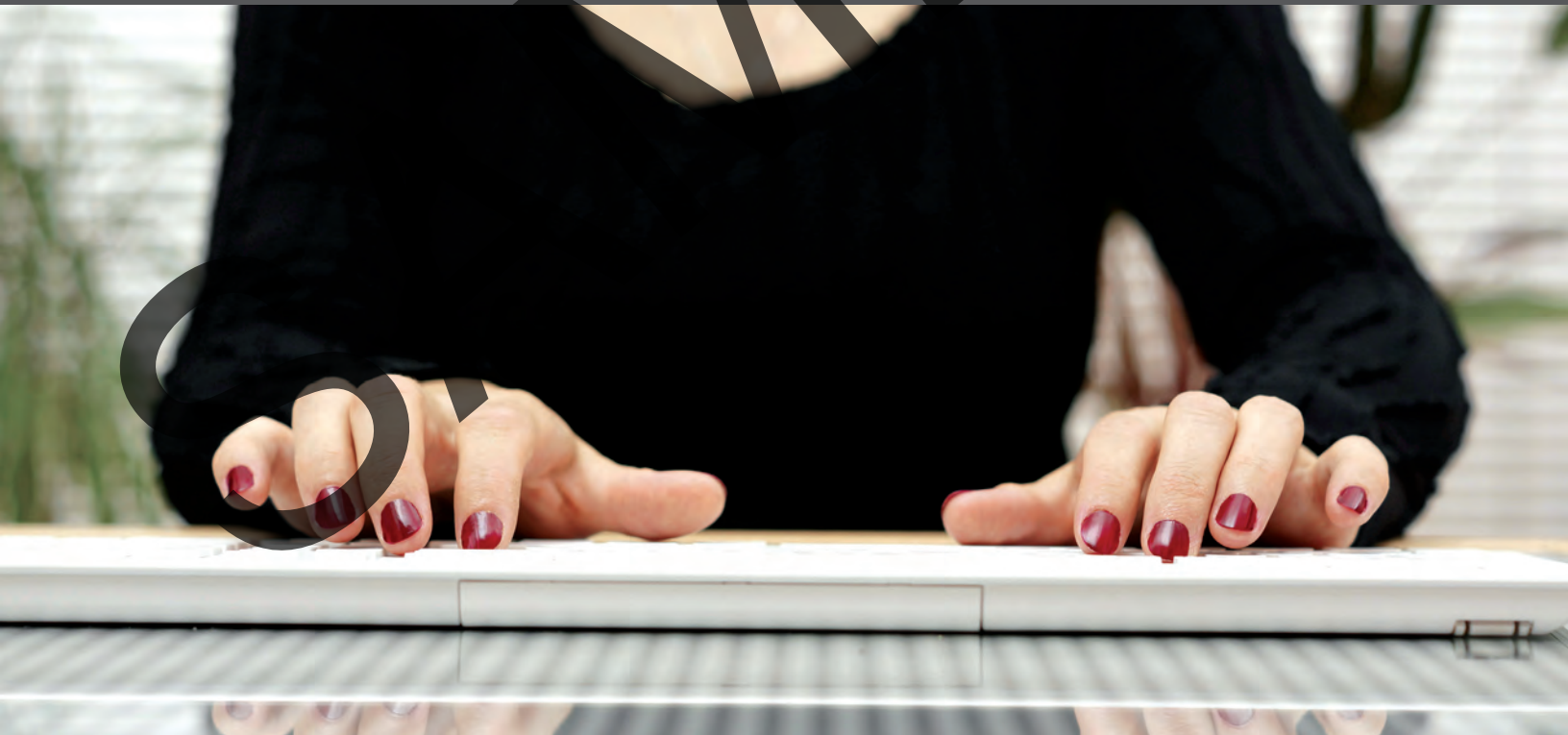
As a dental practice, your main objective may be to educate your audience and promote good oral health. However, it's necessary to balance educational content with entertaining posts to keep your page engaging and exciting. Just be sure that these fun posts are appropriate. Whether it's to laugh at a funny dental-related cartoon or a celebrity smile-off, Facebook users are on the social platform to be social.



Chapter 3:

Posting Effective Content That Engages, Provides Value, and Shares Practice Culture

By Jack Hadley



The first rule of thumb? Don't sell dentistry every time you blog, update, or tweet. At the same time, it's OK to mix in interesting, relevant content that supports great dental care. That's one of the most important reasons you're doing this — to grow a thriving business!

SAMPLE

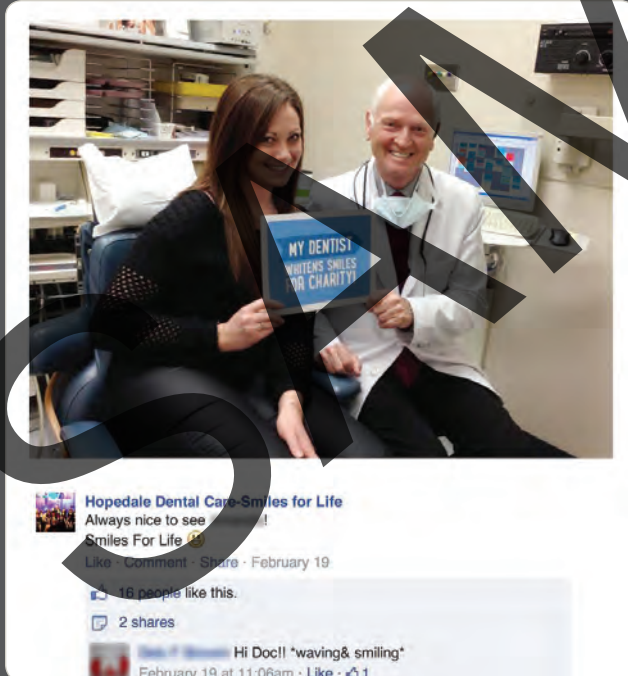
Make It Personal

Having evaluating the effectiveness of tens of thousands of dental posts, there are a couple of universal truths we've learned. One of them is that people love personal, honest and transparent content.

Of course, when I say "make it personal," I'm referring to making it personal about your practice, not about your patients. Diligence in keeping your content HIPAA compliant is extremely important. Also, when I say "make it personal," I'm not saying you need to describe in detail what you had for lunch each day or that today's tacos gave you heartburn. What I'm suggesting is that people like doing business with people they know on a personal level. Being accessible, honest, warm, and imperfect are traits that human beings like in other human beings. It's OK to be yourself.

Make It (Often, But Not Always) "Entertaining"

Long ago (in social media time that means a year or two), posting a viral video clip of a cat playing the piano was enough to get a Facebook Like. Not anymore. Yes, there are some people who still enjoy that kind of content but be careful not to fall into old hat strategies. It's fine to mix in something silly now and then, but don't make silly things your staple. There's plenty online today that entertains people — and there are lots of resources out there that do a much better job of entertaining than you ever will. Accept that, then move your strategy to the next level.



It's alright to use social media to talk about the things you're doing that make the world a better place. When you're thoughtful and sincere, and when it's primarily shared through patient interaction, it won't be perceived as boastful.



People like doing business with people they know and like. Find your own unique comfort level when it comes to the things you publish. While not every practice has the same culture and demeanor, loosen up once in a while! Never forget that it's OK to be you as long as you're sharing things that you're comfortable sharing.

Make It Sharable

One of social media marketing's most powerful capabilities is the ease with which content can be shared. Of course there's never a reason to ever come off as "pushy." But remember that over the years, your practice has developed a fan base that loves and appreciates who you are and the service you provide. It's okay to occasionally solicit their help in spreading your practice story.

The split second a patient or prospective patient hits a "share" button — regardless of the social media tool being used — your practice is no longer the only one holding up a bullhorn! You'll be surprised at how willing, able, and anxious your biggest fans are to share your content if you ask for their help. It's part of the nature of the social media beast and it can work to your practice's advantage in big ways.

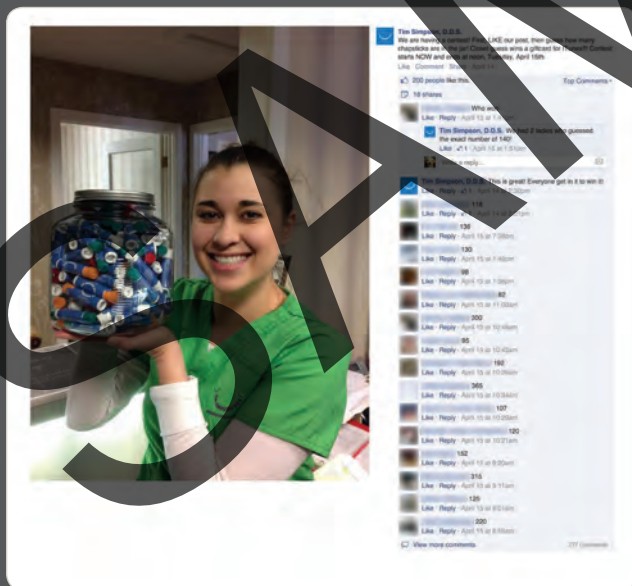
The concept of Community Driven Marketing is defined as cultivating and enabling patients ("fans") who willingly share YOUR story with THEIR trusted, highly-scalable, permission-based social networks.

Effective Content Provides Value

"Provides value? What does that mean? I thought we were talking about marketing here!"

Hold on, Bucky! Let me explain.

Picture a funnel in your mind. One of the objectives of effective content marketing using social media is to move people down the "marketing funnel" toward becoming an advocate that helps build your business. One of the most important steps in permission marketing is to provide value, thereby earning people's permission to market to them.



Content that invites participation — even in very small ways — is content that spreads. This isn't just about the people participating... It's about the hundreds (or thousands) of other people (prospective new patients) watching them participate.



Effective social media marketing isn't about constantly selling dentistry. It's often about storytelling. By making your valued patients the heroes, you greatly increase the likelihood that your content will be shared. With social media, "All the world's a stage..."