

Effective LinkedIn Promotion Strategies for a Dental Professional

by Naren Arulrajah with Vikas Vij

LinkedIn is the leading social media network designed for professionals in every field. The network has a membership of over 300 million professionals worldwide. It not only provides you an opportunity to showcase your profile as a dental professional, but can also boost your online reputation and improve search rankings over time. Consider the following time-tested strategies to harness the potential of LinkedIn.

Build a Comprehensive LinkedIn Profile

If you have a website for your dental practice, you probably have an “About Us” page that provides a detailed description about your education, training, experience, achievements, professional affiliations, and areas of expertise. Your LinkedIn profile is similar to that. Pay maximum attention to creating as complete a profile as possible. The more accurate and comprehensive your LinkedIn profile, the better will be its chances of ranking high in search results for a targeted audience.

Include Localized Keywords

LinkedIn’s internal search engine works actively to introduce your profile to people within the network who may be looking for an dental professional. At the same time, Google, Bing and other search engines will also recognize your localized keywords to rank your profile in their search results. Include simple and short keywords such as “Los Angeles Dental” rather than opting for longer or complex keywords for better results with LinkedIn.

Engage within the LinkedIn Community

As a proactive measure, search for other dental professionals, industry associates, influencers and colleagues or friends on LinkedIn. Send them online invites to join your individual network with an aim to expand the size and scope of your network. LinkedIn calls them “connections.” The more connections you build within the network, the better will be your search visibility in the long run.

Win Endorsements from Other Members

LinkedIn allows its members to issue ‘endorsements’ to each other within the network. If a friend, colleague or past patient on LinkedIn knows you, they may ‘endorse’ you on the basis of your skills or reputation. The higher the number of your professional endorsements, the better will be the perception about your abilities as a dental professional. You can ask for endorsements from others, and you may endorse others in order to encourage them to reciprocate.

Interact with LinkedIn Groups

You can provide a greater boost to your LinkedIn networking by joining LinkedIn groups that are relevant to the field of dental, and make a meaningful engagement with the group. You can share your ideas, opinions or articles as a dental expert. Regular group participation will lead to the expansion of your LinkedIn contact network over a period of time.

Learn about Interested Members

One of the benefits with LinkedIn social networking is that you will have access to insightful information about who within the network has viewed your profile. That lets you know about the potential people who may be interested in you, and you can initiate contact or start a conversation with them.

Use your Expertise to Support Others

Success through your LinkedIn network can be best achieved when you employ your knowledge and expertise to be resourceful and helpful to others within the network. Disseminating useful information, providing professional tips and guidance, offering solutions to relevant queries, and other such constructive efforts can help to build a strong reputation and support for you professionally over time.

LinkedIn is not a forum to promote your dental practice or push sales directly. You can achieve sustainable benefits if you focus on helping others within the network through your professional expertise and experience.

About the Author:

Naren Arulrajah is President and CEO of Ekwa Marketing, a complete Internet marketing company which focuses on SEO, social media, marketing education and the online reputations of Dentists. With a team of 130+ full time marketers, www.ekwa.com helps doctors who know where they want to go, get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call Naren direct at 877-249-9666.