

How to monitor your dental social media campaign

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Do you keep track of where your dental social media campaign is going and what kind of return on investment (ROI) it's delivering? When the campaign is tracked and tweaked regularly, it can stay its course and produce excellent marketing dividends. Many small and medium business success stories in social media boil down to sustained monitoring of what worked and what did not.

The key to success on social media lies in quickly measuring the impact of your efforts. With limited time and resources for such marketing efforts, it becomes critically important to know what you must do more of and what you must stop investing your efforts in. That can happen only when you effectively monitor the results of your social media efforts.



1. Use proven website analytics

Probably the single most effective way to assess the ROI for your social media efforts is to track the number of website conversions that originated from your social media networks. The simplest way to do this is to employ Google Analytics, which is the most popular and free website metrics tool for individuals, businesses, and professionals. This tool allows you to track how many people visit your dental website by clicking on the site content links that you posted on your social networks, or share your links with others.

2. Analyze social conversions

Prior to tracking your data via Google Analytics for your social media networks, you can set up your customized goals on this tool for the different types of conversions you want to track. Conversions or responses can be in various forms, such as a lead, an inquiry, a downloaded form or coupon, a subscription to your e-newsletter, or anything else that requires a specific action. You can go to Traffic Sources in Google Analytics to look for social conversion data, and click on "Conversions." Detailed instructions will guide you through setting up your social tracking goals.

3. Use analytics to redirect your social engagement

Consistent tracking of your social media marketing results will enable you to identify the most effective social channels. You will also be able to analyze what kind of content fetches the best engagement and response in the form of comments, likes, and shares. Invest maximum efforts in those areas to enhance the social engagement. With better engagement, your content will be shared more widely. This could eventually result in more conversions.

4. Leverage social media insights to grow your business

It is possible to expand your social media reach and engagement levels by effectively redefining your social strategies for maximum impact. However, whether social followers convert into actual clients is a difficult assessment, and it will vary from one dental practice to another. There is no one-size-fits-all miracle solution when it comes to converting followers and fans from Facebook, Twitter, and other social networks to real clients. It is a long-term process, and the goal must be to build sustainable relationships with your network. Rather than aiming at quick sales, long-term relationships will produce greater benefits in terms of actual conversions and sales.

5. Choose the most effective social measurement tools

Google Analytics is a comprehensive social media success measurement tool that allows you to do the most at the lowest cost. However, the challenge with this tool is that you will be required to do more work to generate useful reports. You will need to gain deeper knowledge of the tool to get the best output from it. You can also consider using paid social media analytic tool alternatives such as “Inside Social” or “SproutSocial.”

Inside Social is an all-in-one solution that allows you to track the social efforts of your practice across various social networks, all in one place. It will also analyze precisely how your social shares are leading to better engagement, sign-ups, conversions, and more. This tool offers you a free demo, which you can explore before you decide to go for it. SproutSocial can help you estimate cross-platform social media ROI for your practice. It even provides competitor analysis and customizable, presentation-ready analytics reports.

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6. Monitor the most significant metrics

Perhaps the most valuable social media metric for any business or profession is the total number of followers your social network attracts. Equally important is the sustainability of the followers, which means that your social media network should retain the number of followers it attracts. With billions of people around the world using social media, it has become a numbers game, and size does matter.

However, local relevance of your network membership is more important from the point of view of a dental practice. Conversions will usually happen from the targeted, local audience in your case. If you’re using paid advertising on social media, it will become important to track the cost per lead or cost per sale generated. The increase in sales must be enough to justify the advertising costs.

7. Consider the option of outsourcing

Social media result monitoring and measuring is an ongoing task, and you should ideally be tracking the results weekly. In any case, social media marketing and engagement comes before the tracking of results. This can be more demanding on your time if you really want to see substantial results. If your in-house team is overworked and cannot justify these efforts, you may consider outsourcing the social media marketing and monitoring activities to an experienced professional company.

You should preferably choose a company with a focus on the health care sector because health care marketing is more specialized and sensitive, particularly on personalized social platforms such as Facebook, Twitter, YouTube, Pinterest, Google+, and others. Social media marketing and management requires a sustained and professional commitment. It’s a key part of your online reputation and social brand equity that you will build for your practice, and it deserves all the attention you can give it.



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