

Make the Most of Your Investment: 5 Budget-Friendly Marketing Tips for 2022

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We've all heard, "it takes money to make money." That is true of any business, including a dental practice. While some practice owners would like to view marketing as an unnecessary expense, it is vital if you want to grow your practice. In fact, marketing should be considered not as an expense but as an investment. That means it will make far more money than it costs. However, like any investment, you can quickly lose money if you are not careful. Below are some of our best tips to avoid wasting money and make marketing work for you.

1. Focus on local SEO

The number of resources on the internet is astounding, and countless new pages are added every day. Just try searching for any basic dental procedure. *Porcelain veneers* will return nearly 12 million results. *Dental crowns* yields well over 300 million results. How can you compete against that? You probably can't, at least not easily. More importantly, you do not need to.

Your competition – and your leads – are local. Don't waste the majority of your SEO budget trying to outrank websites all over the world in general queries. What you need is to appear predominantly on the map in local searches. That means your marketing efforts (and dollars) need to focus on local SEO.

2. Go digital

Mass mailings, telephone book listings, newspaper ads, and other forms of print advertising are some of the most traditional marketing tactics. Unfortunately, they are also outdated and on the verge of becoming obsolete in some cases. Print advertising is expensive, cumbersome, and difficult to manage. You will likely save money and improve results if you redirect your resources to digital marketing.

3. Ask for reviews

Sometimes marketing does not have to cost a cent. Positive reviews can improve your website's search performance, build your professional reputation, and help convert leads into patients. Statistics show that most people read reviews, and less than half of them are willing to consider a business with a rating below four stars.

4. Opt for organic

In theory, the simplest way to top Google search results is by purchasing PPC advertisements. Google Ads appear on the page above organic search results, and you are only charged when someone clicks. In reality, this type of advertising is far from simple, and competition is fierce.

To be successful, you need a skilled Google Ads expert (preferably a Google partner). The high cost of clicks on popular keywords makes PPC a poor choice for a limited budget. Additionally, PPC advertising often brings lower quality traffic than organic clicks, and it does not have the long-term benefits of investing in SEO.

5. Analyze, analyze, analyze

The costliest mistake in marketing is wasting money on something that does not work. There are several ways to track the source of your leads, such as call tracking phone numbers, internet tracking pixels, and simple patient surveys. Whatever method or methods you choose, it is crucial to set realistic goals and track your success. It provides invaluable insight into where your marketing dollars are best spent.

Final thoughts – marketing is an investment

If your dental practice has experienced hardships, or if it is a new practice with low startup capital, then an extravagant marketing budget may be beyond your means. However, it is crucial to remember that marketing is not an expense but rather an investment. Ramp up your marketing activities to encourage faster growth as your financial situation allows. Invest wisely but avoid the temptation to slash your marketing budget unless necessary – because doing so is putting the brakes on future growth.

About the Author:

Naren Arulrajah, President and CEO of Ekwa Marketing, has been a leader in medical marketing for over a decade. Ekwa provides comprehensive marketing solutions for busy dentists, with a team of more than 180 full time professionals, providing web design, hosting, content creation, social media, reputation management, SEO, and more. If you're looking for ways to boost your marketing



results, call 855-598-3320 for a free strategy session with Naren. You may also schedule a session at your convenience with the Senior Director of Marketing – Lila, by clicking <https://www.ekwa.com/msm/> or simply send a text to 313-777-8494.