

Tips for Content Creation Strategies That Get Results

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Nurture savvy technological investments

[Technology](#) is an undeniable force in our day-to-day lives and within dentistry – so much so that the Canadian Dental Association issued a policy statement to guide how we adopt new and existing technologies into our practices. Partly, the [statement](#) encouraged:

- Reviews of “clinically-relevant” research
- Evaluation of findings from peer-reviewed journals
- Fact-finding via interactions with peers
- Current coursework, whereby biases (including financial interests in the given technology) are clearly identifiable
- Careful consideration of the nature and strength of the research within health assessments, systematic reviews, and other published statements
- Close scrutiny of both the “pros” and the “cons” associated with introducing a given technology update or entirely new system – be it improved patient care or heightened control of diseases

- Quality control, for instance, demonstrated competency by completing educational courses and training related to the specific technology and courtesy of reputable organizations
- Assurance that all relevant team members are qualified to deliver services via the technology, with the likes of successful completion of hands-on training sessions and programs
- Scrutinizing program providers for the likes of transparent disclosure of conflicts of interest (these and other potential “sticking points” should be readily available for review)

The above points are foundational for selecting specific technology improvements or completely new software and hardware and fundamental to a practice’s sound marketing and communications strategy.

Toot your practice’s own horn (when it comes to technology)!

It may not occur to you to market the newest diagnostic or therapeutic device or technological capability. After all, this may just be another investment in operations that is not thought about once you have signed on the dotted line. We put so much effort into ensuring that our practice is not simply chasing after the brightest or shiniest object for the sake of merely having the latest technology. Yet, we do not do much follow-up or “after-care” associated with the technology once it is up and running unless it is a technical crisis that must be sorted out urgently.

Additionally, you may be at a loss concerning how to convey the attributes of the technological investment. Yes, it can be challenging to communicate dental topics in a way that the layperson understands them. And, yes, it can be difficult to convey tech-centric issues so that the “average” person understands them. So, dental technologies can, indeed, be doubly hard to market in a way that is clear and compelling.

It helps to harness the above bullet points when developing content around these types of investments. We can use these considerations for doing one’s due diligence on technology as a jumping-off point for intentional marketing/communications strategies that get accurate, quantifiable results in driving new traffic and endearing loyal patients. Specific strategies derived from these and other considerations or criteria include the following:

- Think like a journalist. Jot down the “5 ‘W’s’ and an ‘H’” related to the specific technology you are launching or that you plan to highlight. The “W” stands for “Who, When, Where, What, and Why.” The “H” refers to “How.”
- The first three “W’s” all concern your demographics. Consider your ideal or aspirational patient and community. Always keep this “audience” in mind when crafting content.
- The last two “W’s” and “H” refer to the technological update or launch itself. You need to convey the attributes, characteristics, features, motivations, and benefits of the tech to the community that has been considered and isolated in the above bullet.
- Particularly important to the specific content within the marketing communication is the “why.” Always remain laser-focused on what the technology means to the patient. Why should they care about your latest piece of equipment or device? You must be able to cogently and decisively answer that question more than almost everything else. You must clearly illustrate “why” patients should care about this technology when incorporated into their services and their experience at your office.
- Many studies and paper trails left behind from your due diligence when scrutinizing the technology can also be parlayed into marketing communications. By that, you can integrate some of the most compelling, patient-centric statistics into this content as an impressive and memorable way of establishing the tech’s safety record or its efficacy and results.
- When incorporating clinical research or potentially [technical items](#) into the content, do not get too “into the weeds.” You will likely need to consider and integrate alternative terminology into patient-centric content. Otherwise, the research may just be confusing or overly convoluted for the average reader.
- As a means of jumping the hurdles of explaining technical terms, remember that your ideal audience is not “just” a reader. They are also listeners and viewers. Hardware and cutting-edge software are made for video, photos, and other imagery. And a video on your website or YouTube channel can speak volumes without you ever having to attempt to explain the tech or tech-assisted procedure in an article or blog post. In other words, let your actions and images do the “heavy lifting.”
- You can also inject a sense of your team’s personality and that “human touch” into the technology by featuring yourself or associates and staff members actually using the device or new capability in a service or treatment.
- Never lose sight of the human element. Technology can come across as impersonal. By communicating how the tech helps your team to care for them better, you are supporting and furthering this all-important aspect of marketing the tools that support exceptional “customer service.” Reassess and articulate your “why” or the

reasons and motivations for investing in the tools, to begin with, and from an employee/talent perspective. Always think and convey things like, “How does ___ help my team to treat patients more quickly?” or “How does ___ support our ability to make the treatment as comfortable and painless as possible?”

Pro Tip:

Your technology is only as “good” as the people who are safely, predictably, and optimally operating it. So, we encourage you to scroll up toward the top of this article again. Take a closer look at the bullet points associated with your team’s training. Also, consider any additional qualifications you may have, such as special certifications and advanced designations related to it. By highlighting the investment in time, energy, and, yes, money related to the behind-the-scenes courses and employee “readiness,” you are providing peace of mind to new and old patients alike.

Anything new, different, or that looks “complex” can be scary for some people. Your patients know they are in good hands, which helps to overcome any fears of the unknown that they may have. Being completely transparent also helps to build trust in the technology or new “twist” on a conventional service. Be sure to keep the transparency component in mind when selecting your technology too!

Do not let your substantial investments in technology remain a secret or “out of sight, out of mind” among your community. Use them to your advantage when marketing to acquire new patients and to build loyalty among existing ones. Likewise, it is always helpful to give those loyal patients a “heads-up.” So they are not taken off-guard when a new or unfamiliar piece of equipment is being used at their next appointment. **Think like a patient. Never lose sight of the team/human aspect. Do not get too caught up in snazzy features. Approach content creation of all types with the “big picture” front and center.** Happy marketing with your distinctive technologies and the talent that makes things happen!

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.