

Six Things Dentists Get Wrong About Digital Marketing

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Marketing is not what it appears. Dental practice owners and managers (and, to be fair, most other business people as well) tend to view marketing as synonymous with promotion. In reality, it is much more than that. In fact, some of the most powerful aspects of marketing are much more subtle and strategy-based. Here are a few of the most common myths debunked.

#1 – I can pause my marketing

You can put marketing activities on hold, but do not expect to hold your position in the market. What does that mean? Without ongoing optimization, your website falls behind Google's latest standards. Without activity, your social accounts lose their audience. Without a strong online presence, your brand awareness and recognition fade. There is no such thing as paused marketing; if it is not moving forward, you are losing ground.

#2 – I'll do more SEO and get results *now*

SEO is search engine optimization. It is a long-term strategy that grows your organic search rankings gradually and with continual improvement. It does not happen instantly, but the benefits are long-term. This differs from SEM (search engine marketing), which usually involves purchasing ads for fast, short-lived results.

#3 – I don't need social media

Maybe you don't expect someone to choose a dentist based on a social media post. However, that does not stop someone from *discovering* a dentist on social media. This audience is at the top of the marketing funnel, helping you increase brand awareness and visibility. From there, people will likely

visit your website or read reviews before choosing your practice.

#4 – There is nothing I can do about online reviews

If your online reviews are sparse, you might feel like it is out of your hands. After all, patients have to decide for themselves to leave reviews. However, one of the most important deciding factors is entirely within your control. People leave reviews because you ask them to. In fact, one study found that 76 percent of people who were asked to leave an online review did so.

#5 – It doesn't matter what my website looks like

The design of a website can have a serious impact on accessibility, as well as aesthetic appeal. If it does not visually draw people in, they are likely to leave. Furthermore, it can reflect poorly on your dental practice's reputation. Three-quarters of consumers, at least in part, judge a business's credibility by its website design.

#6 – Marketing stops when I get a new patient

Patient retention is essential for healthy practice growth. That means you need to market your practice to existing patients, as well as to new leads. Good communication, a focus on customer service, and long-term patient-relationship-building strategies are all important aspects of dental marketing.

Bonus tip – Pay attention to analytics and ROI

Digital marketing is incredibly complex and ever-changing. It can feel impossible to keep up with what does and does not work. The best way to do this is to measure your marketing campaigns carefully and focus on what works well for your dental practice.

About the Author:



Naren Arulrajah, President and CEO of [Ekwa Marketing](https://www.ekwa.com), 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

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