

# Why TikTok Matters and How You Can Use It To Promote Your Dental Practice

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TikTok is a short-form, video-sharing app that allows users to create and publish 3- minutes videos (up from 15 seconds originally) on any desired topic. It is an excellent way for individuals and businesses to gather exposure and promote their industry. TikTok has established itself as a compelling form of social media in a very short period of time. TikTok has been downloaded over 3 billion times and penetrated a third of all social media users in just under four years.

## Why Use TikTok?

Creating content for TikTok is getting your practice in front of the eyes of more users than on other existing platforms. According to [Businessofapps.com](https://www.businessofapps.com) and Oberlo the evidence does not lie:

- It is one of the most popular social media platforms, generating nearly \$2 billion revenue in 2020, a 457% year over year increase.
- With more than 800 million monthly active users in 2020, it was expected to reach 1 billion users by 2021.
- TikTok users spend, on average, nearly an entire hour daily using the platform. That highlights active engagement by TikTok users.
- 90 percent of TikTok users are engaging the platform multiple times daily.

As the holiday season approaches, it is evident that TikTok can be utilized as an incredibly powerful marketing tool by dental practices across Canada. Dental offices are already finding that social media platforms, such as TikTok, are great tools for increasing their visibility and bringing in new patients. According to a report published by Web Marketing Pros, it is evident that there are specific time frames within the holiday season where you should have increased ability to maximize your return through social media marketing efforts. Patients who receive some form of dental work will be more likely to post the results on social media platforms. Cosmetic treatments, including Invisalign, make great gifts, and it has been found that 30% of social media users will share the gift they receive via social media.

# How Can Dentists Utilize TikTok?

There are two primary ways in which you can utilize social media platforms such as TikTok. You can create and post original content, hoping that it will grab the attention of possible patients without paid promotion. Or you can use TikTok's advertising platform to run your ads so that your target audience will see your practice. If you have ever created an advertisement on Facebook, you will be happy to learn that doing the same on TikTok is not that much different. First, you need to create an objective for your advertisement. Then select your target audience, create your headline, video, and call to action for your ad. TikTok Business provides detailed analytics so that you can track your advertisement's performance.

## Ideas for Content

The content which you upload to TikTok is critical to drawing eyes to your practice. There are several ways a dental practice can make the best use of the TikTok social media platform. You could create a tutorial or how-to video, which is ideal for the short attention span of today's consumers. This form of content allows a significant amount of information to be put into a brief video.

If you are looking to introduce the many smiling faces who run the day-to-day of your dental practice, a quick video that highlights the day-to-day of your office may be a good idea. That allows you to quickly introduce the dentists and staff who make up your practice while showing the daily activities. This combination of video and graphics puts a face to your office.

Today's consumers are far more into visuals than reading long descriptions about products and treatments. Creating a product demo video allows your practice to highlight new and existing treatments or products offered by your practice. These videos present further information to prospective patients in a fun way that is easy to understand.

When it comes to dental treatments, results are most important to the patient. Creating a TikTok video that highlights the before and after of a teeth-straightening method such as Invisalign or a teeth whitening procedure is one of the most convincing ways to bring patients to your practice this holiday season. When seeking to sell a service or product to consumers during this already busy and expensive time of the year, showing how a treatment can transform a patient is significant. When the results are set before a consumer, it is highly effective.

Utilizing the power of social media has proven effective in bringing eyes to your practice. Over the past several years, no other social media platform has seen growth in popularity, such as TikTok. As TikTok continues to grow, your dental practice can reap the benefits and grow along with it. Finding

new ways to engage your client base this holiday season through TikTok will result in more revenue coming into your practice as you can share the beneficial services you offer to your community.

### **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.