



Five Ways to Promote Your Dental Practice Without Breaking the Bank

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by Naren Arulrajah, Ekwa Marketing

Do you want to expand your dental marketing efforts without increasing your budget? Not every promotion comes at a high price. Try these winning strategies at little or no cost.

1. **Write a blog** – For the nominal cost of hosting and initial setup, a blog can become a pillar of your marketing efforts. The regular addition of fresh content will boost your SEO (Search Engine Optimization), and draw traffic to your site. It is a great way to educate patients, address frequently asked questions, and explain your unique approach to dentistry. This also helps new visitors get to know and trust you, establishing a foundation for a solid doctor-patient relationship.
2. **Get social** – Most dentists have a Facebook page, and many of them expect that to cover the spectrum of social media marketing. Unfortunately, just showing up isn't enough. It's all about engagement. Post, pin, and tweet interesting things that encourage interaction. It is also important for you to engage with the online community. Respond to comments, participate in local forums, and answer dentistry-related questions.
3. **Referral program** – Most marketing rules of thumb change over time, but one thing remains consistent. Word of mouth is the best advertisement. The recommendation of a friend, neighbor, or family member instantly establishes a degree of trust, which is crucial. You don't need to offer a deep discount in order for your referral program to succeed. Even a small incentive will show your appreciation.
4. **Get involved offline** – Is your name well-known in the community? If not, it should be – and not just as a dental expert. Most people feel at least a little anxious about seeing a new dentist. Familiarity breeds trust and comfort, helping put those fears to rest. Activities such as participating in charitable programs, attending community events, speaking to local media, and frequenting nearby businesses can help you meet the people who live nearest your practice. It's a great opportunity to acquire leads, and spread brand awareness.
5. **Focus on customer service** – Patient retention is just as important as acquisition. A post-treatment follow up call only costs a few minutes of your time. A warm smile and friendly greeting costs nothing. Yet, these things are valuable to patients. Strive to make every patient feel like a VIP. Your office staff should be trained in customer service, and clinicians should demonstrate compassion. Create a patient-centric practice that encourages people to return.

About the Author

Naren Arulrajah is President and CEO of Ekwa Marketing, a complete internet marketing company that focuses on SEO, social media, marketing education, and the online reputations of dentists. With a team of 180+ full time marketers, www.ekwa.com helps dentists who know where they want to go, get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call 855-598-3320 to speak one-on-one with Naren.