

# How to Successfully Market Your Dental Content Online

Preparing your upcoming marketing plan? Make sure to include content marketing as a strategy for your dental practice to not only gain more visibility, but welcome in new patients.

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PUBLISHED: Monday, November 5, 2018



***The best way to encourage a patient to visit your practice is to build and maintain their trust and confidence through content marketing.***

Content marketing can be an effective tool to promote your dental practice. Most digital marketers today include content marketing in their annual promotional plans. However, many dentists are not aware of the key elements needed in a content marketing strategy or are not experienced implementing such a strategy to launch or promote their dental practice.

Content marketing aims to create awareness and promote interest around your dental product or service. It involves the development of content and the online sharing of articles, videos, blogs and social media posts to stimulate interest in your product or service.

It is slightly similar to direct response and brand marketing. The vital difference is that it does not explicitly promote a brand. Instead of direct promotion, content marketing seeks to educate, inform and solve the problems of the target audience.

There are many aspects to content marketing such as social media posts, blogs, article creation, infographics, white papers, videos and case studies.

For a number of reasons, content marketing can be highly effective in promoting a product or service online. Some of these are:

### ***Engagement of Future Patients***

The main ingredient to a successful campaign is delivering and making available relevant content to pique interest of a potential patient in your product or service. Your relationship with a patient deepens when they reach out to you via Twitter replies, blog comments or social media sharing.

### ***Reputation Building***

As more and more patients get engaged and respond positively, trust placed in your brand grows. This allows you to shape your reputation overtime and show people that you are indeed an expert in your field or specialty.

### ***Gets Your Word Across***

Content marketing aims at getting your product and brand's story out to the world. It lends a personal touch to your marketing efforts. It allows you to make potential patients understand that your brand is an answer to their dental queries and concerns.

There are many ways that you can promote your dental services online by using content marketing through your website, blog and social media.

## **Best Content Marketing Approaches:**

### **Answer Queries with Content Marketing**

Content marketing is not a hard-sell approach and requires a softer touch compared with other marketing options. The best way to encourage a patient to visit your practice is to build and maintain their trust and confidence. You improve your prospects by answering queries online and showing the reader that only you can answer a particular problem.

Build out articles that answer general, commonly asked questions such as what your hours are, services offered at your practice, and patient testimonials. Show a potential visitor why others in the community have chosen your practice for their dental care needs.

### **Produce Shareable Content**

If you create content that is interesting to many people, you increase the chances of it being shared by individuals among their friends and family. This in turn increases viewership and provides you with more organic marketing exposure.

By creating content that is helpful, informative and insightful, you can ensure more loyal readership.

Unique infographics, easy to understand blog posts and insightful how-to videos are a very good way to encourage viewers to share your content and promote it on social media and other platforms. You can make sharing even easier by requesting a reader to spread your message and adding share buttons that can instantly link to Twitter, Facebook, etc.

## **Create Value Based Content**

If viewers find value in the blogs or posts they are more likely to share it with their friends, family and colleagues. When done well, content marketing has more reach and better visibility than other sales and promotions.

Additionally, if writing is not your strong suit, content marketing offers ways in which you can avoid text-based subjects.

You can get your message across by way of a podcast, a video, webinar, infographics or any other method that excites you and showcases your authority on a given subject.

Visual content gets shared more often than regular written content on social media and other platforms as per experts. Additionally, posting of such dynamic content on a regular basis can ensure that your loyal viewers always come back for more. This can result in more conversions for your dental practice over time.

*For more on content marketing:*

- [Vlogging: How Can it Benefit Your Dental Practice?](#)
- [Managing Your Practice's Online Reputation](#)

### ***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](http://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.*