

How to Track Dental Practice Online Brand Awareness?

Practice managers who focus exclusively on production and neglect brand awareness are missing an important aspect of growing their business. Utilizing social media and data analysis can clarify the focus of the brand.

Naren Arulrajah

PUBLISHED: Monday, June 11, 2018



Saavy practice managers should monitor forums, websites, and blogs and look out for what people are saying about their dental care services and brand.

According to marketing experts, the consumers' ability to recall products, services and brands significantly impacts their purchase decisions. Dentists must be prepared to make certain marketing efforts if they want people to recall their dental practice brand.

Practice owners should increase the awareness surrounding their brand while observing what people are saying about their dental services. They should be able to react to comments about their practice brand rapidly and comprehend the reasons behind the patients' perceptions. So, what is the correct way to track brand awareness?

Strategies for Measuring Brand Awareness

The power of social media cannot be underestimated. Facebook had more than two billion active users in the third quarter of 2017. Many potential patients are on Facebook; therefore, discussions about dental practices are inevitable. YouTube and Twitter are also social media platforms that should be monitored. If a dentist wants to review what patients really think about their practice, then it is advisable to follow social media platforms. Social listening is an excellent strategy for measuring brand awareness.

Saavy practice managers should monitor forums, websites, and blogs and look out for what people are saying about their dental care services and brand. Tools such as “SentiOne” can help monitor online discussions regarding their brand. Another effective way to do this is through Google Alerts. Setting up Google Alerts is simple. This system will send the dentist an email alert when their search outcomes are updated. Dentists can configure Google Alerts to receive immediate notifications of blog posts, new conversations, and new reports on your brand.

Continually observing branded searches is essential in understanding if the overall awareness of the brand is changing. If there are specific searches happening about their practice, it probably means their online marketing endeavors are succeeding. “BuzzSumo” is a useful online tool that offers assistance in searching for keywords and provides various SEO and content marketing insights.

Dentists can make use of surveys by employing survey tools such as Google Forms and SurveyMonkey. It may be beneficial to engage a professional service company to conduct email and phone surveys for the practice.

Reacting to the Information

Dentists should review the information from various sources and use this analysis to take action. It is important to revise marketing campaigns based on the data collected from brand awareness tracking initiatives.

But accumulating information from brand awareness tracking alone will not suffice. It is important to be able to react to these outcomes. Dentists should be attentive to people's comments on their brand and make sure to take initiatives to improve their perception about the practice. Engaging with users on social media platforms is one of the simplest ways to enhance brand awareness and highlight to people that the dentist cares about their views.

Using Multiple Tools and Metrics

The dentist can plan more effective marketing campaigns by tracking brand awareness across various platforms. Every brand awareness management tool has its limitations. Therefore, it is not suitable to employ only one tool or channel.

At the same time, focusing on just a few essential metrics rather than all parameters during marketing campaigns can help focus branding efforts. The marketing campaign should be able to achieve a few specific results, but these results should be exceptional.

Many practices fail to monitor their branding campaign regularly therefore neglecting their bottom line. This is a mistake! Practice owners need to stay focused on critical reporting metrics. It is important to always measure the outcomes of the brand awareness campaign across various channels. Remaining focused on the efforts to improve brand awareness will provide a significant boost to the dentist's practice over time.

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.

[Click here to sign up for more Dentist's Money Digest content and updates.](#)