

Vine and Instagram to promote your dental practice? Yes!

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With the rapid growth of videos as an effective way to share information, businesses and professionals are increasingly incorporating them into their online marketing strategies. Dentists who are keen to promote their practices using innovative online tools should consider Instagram and Vine video platforms.

Each of these platforms is immensely popular because of their short and crisp video format. The attention span of the Internet-surfing audience has become very limited, and videos lasting only a few seconds are in a better position to gain a large viewership and deliver maximum impact.



Vine platform

Many online marketers are still intrigued by Vine and how it can be used effectively. This is in large part due to the video content being limited to just six seconds. The videos can be easily integrated with Twitter, which makes them shareable in social media in real time. Vine is an ideal tool for a dental practice that wants to showcase a new product or service and bring it to the attention of the largest possible number of local people.

Since the time is limited to six seconds, the flashing of a new product, service, or feature provides just enough time to gain the curiosity of viewers who will want to find out more information. Simple how-to videos and quick answers to some of the most frequently asked questions can also be provided through Vine. Announcements about rebates, discounts, or special events can be made through Vine promotional videos. Also, teaser videos that compel viewers to ask for more can be created effectively with Vine.

Instagram

Video marketing has transcended to a new level with Instagram. Instagram's introduction of 15 seconds of sharable videos has created new standards in online video promotion and marketing. Instagram leveraged the power and popularity of its images site and an existing base of more than 130 million users. It upgraded its platform with short videos, which have become one of the hottest online marketing tools today.

Instagram offers nine seconds more video time than Vine. Therefore, these videos can be used to create slightly longer promotional campaigns where the dentist can present a product or service or brand in a slightly more detailed manner. To keep viewers engaged, a good strategy is to develop a series of short videos as part of a cohesive online video campaign. A common theme can be created with a few videos to present a well-defined personality of the dental practice brand.



Assess your target audience profile

Before developing a marketing campaign over Instagram and Vine, a dental marketer should carefully assess the demographic profile of the target audience. A large part of the social media community that uses Instagram and Vine is comprised of young people in their 20s and 30s. Products and services aimed at these age groups can be promoted most effectively through Instagram and Vine.

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Add a personal touch

One of the inherent risks with short video platforms is that viewers may not get an opportunity to form a personal connection with the promoting brand. Therefore, careful thought must be given while developing these videos to communicate your message in a personal and engaging manner. If the target viewer feels gratified with the video, or becomes interested enough to seek more information, the marketer's goal has been achieved. The marketer can use the videos over various social media networks to encourage conversations and build personalization for the brand.

Create shareable content

Amplified marketing impact with short videos can be achieved when users share them through their online networks. The advantage with Vine videos is that they can be integrated with Twitter. Facebook owns Instagram, so sharing it over this social network has been made easy. Innovative videos showing behind-the-scenes activities, what goes into making a product or service, or some compelling aspect of the practice and dentist may have a better chance to be shared by a number of people with the targeted demographic.

Promote interesting contests

Short videos can be used effectively to create compelling contests that require users to answer a question Yes or No, make a guess about a displayed image, or write a slogan, title, or comment. This is an effective way to engage and involve the target audience with the brand. The most appealing part of such contests is that they are extremely brief. Long drawn out video contests can lose the interest of most viewers, but a contest packed into a few seconds of video will likely get a response from a large number of viewers.

Use effective content creation tools

Creating eye-catching and innovative visual content is at the heart of a short video marketing campaign via Instagram or Vine. It's important to use content creation tools that are social, flexible, and intuitive. Both Vine and Instagram score high on this account. A recent study showed that users are four times more likely to share Vine videos on Twitter compared to other videos. The popularity of a short video depends on how visually appealing and creative the content is, and how social media friendly it is.

Developing great videos is never an easy task, and editing them can be even more difficult. That may be more so when the video is short and the marketer wants to pack the maximum power in those few seconds. If the creativity part is handled well, a short, compact, and punchy Instagram or Vine video can produce immensely successful marketing outcomes for your dental practice.



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