



# Leverage the Power of Video Marketing for Your Dental Practice

August 14, 2017

by Naren Arulrajah, Ekwa Marketing

Discussion about dental content marketing often revolves around written text. Although it is essential, especially for search engine optimization, there is another rising content marketing approach that you can't afford to ignore. Video comprises about half of mobile traffic, and it is expected to reach 79 percent of all internet traffic by 2018.

Prospective patients aren't just reading your website, they are watching it. Here are five types of videos that can improve your digital marketing performance and drive new patients to your practice.

## Testimonials

Do your patients have great things to say about you? Ask them to say it on camera. Many people love to take selfie videos, and cosmetic patients in particular, are happy to show off their new smiles. A sincere testimonial from a real patient is probably the most powerful marketing tool you can have.

## Explainers

What do your patients ask? What do you find yourself explaining over and over? Website visitors are likely to have the same questions. Create videos answering these questions, telling and showing viewers about your services.

## Healthy tips

Everyone loves helpful hints and useful information. The potential topics are virtually endless, depending on the focus of your practice. Topics may include demonstrations of cleaning around braces, information on nutrition and healthy living, or time-saving hygiene products.

## Made for kids

For family and pediatric practices, don't forget videos targeted to your littlest patients. Fun themes or cartoon style videos can be used to explain what plaque is, show how much toothpaste to use, demonstrate flossing techniques, and much more. These fun, educational tools are a great benefit for parents who are introducing their children to the world of oral hygiene.

## Office tour

An interactive virtual tour, or even a simple video, can establish credibility and create a personal connection with your potential patient. Show off your comfortable reception area, introduce your team, tour your treatment rooms, and showcase special features of your practice.

## Tips for implementing a video marketing strategy

Most smartphones and webcams are easy to use and create adequate quality videos, especially for testimonials. If you want to achieve maximum impact for your most important promotional content, consider hiring a company or a professional videographer.

What can you do with your new videos? Including them on your website is essential, but that is not the only place to find viewers. Share your creations on social media, your blog, and even in newsletters.

## 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 140+ 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.