

# *Effective* Digital Marketing Strategies

TO BUILD A POSITIVE ONLINE REPUTATION  
& INCREASE PATIENT RELATIONSHIPS



mydentalagency.com



fb.com/mydentalagency



twitter.com/mydentalagency



instagram.com/mydentalagency



+MydentalagencyTampa



jackieulasewich

# IN 2013



My dentist entered  
*the world of* **digital marketing**

*Dear Bubba,*

*We would like to take this opportunity*

*to wish you a very*

***HAPPY BIRTHDAY!!!***

*Best wishes on your special day and*

*may you receive all the best in the year ahead.*



*Dear Bubba,*

(Actual Screenshot)

# Who are we?



**My Dental Agency** was founded on over a decade of corporate dental laboratory marketing, business development and digital marketing experience

**Took our passion for dental and growing businesses and founded MDA**



**DISTINCTLY  
DIFFERENT  
DENTAL  
MARKETING**

# Our why

We believe in thinking differently from mass marketing groups and standing up ***against*** **corporate dentistry**. We do this by helping independent practices build *genuine* relationships with patients, create and manage positive online reputations and retain their current patients (who are their greatest untapped assets). We achieve all of this by creating custom, relatable, personalized, and **distinctly different campaigns** that reflect the needs and personalities of each individual practice.



DISTINCTLY  
DIFFERENT  
DENTAL  
MARKETING

# TODAY'S TOPICS

- **Positioning your website for success**
- **Building strong, lasting relationships with your patients**
- **Taking control of your online reputation**
- **Discussing a comprehensive & integrated approach**



# LAYING THE FOUNDATION



*You can't build a great building on a weak foundation. You must have a solid foundation if you're going to have a strong superstructure”*

*- Gordon B. Hinckley*

# IMPORTANCE OF A WEBSITE



*“one third of patients say their choice of dentists is greatly influenced by the quality of the practice’s website”*

Source: [futuredontics http://www.dds1800.com/whitepapers/Dental\\_Marketing\\_in\\_the\\_Digital\\_World](http://www.dds1800.com/whitepapers/Dental_Marketing_in_the_Digital_World)



# West Michigan Endodontics

And an endless pursuit  
of *excellence*



[Home](#) [Our Doctors](#) [Office](#) [Services](#) [New Patients](#) [Contact Us](#) [Appointment Request](#)

## Welcome *Welcome*

Welcome to our Office

West Michigan Endodontics, P.C.  
Practice limited to Endodontics

At West Michigan Endodontics we are committed to providing exceptional endodontic care with state-of-the-art equipment and technology. Dr. Thomas and Dr. McLaughlin's experience in endodontics is coupled with genuine concern for our patients and their comfort. Our entire team is dedicated to providing the highest level of excellence in your endodontic care.

This website provides you with an overview of our practice and the field of Endodontics. As you navigate this site, you will find information about our practice philosophy, our doctors and team of professionals, office hours, location, as well as appointment and registration information.

### **Our Mission**

To exceed our patients' expectations with excellent endodontic treatment and compassionate patient care.



West Michigan  
Endodontics  
5033 West Michigan  
Kalamazoo, MI 49006  
(269) 375-7006

**Root Canal  
Retreatment**

**Root Canal  
Therapy**

**Apicoectomy**

**Testimonials**

**Educational  
Videos**



# SHOWING YOUR PRACTICE PERSONALITY



# PATIENT RELATIONSHIP & RETENTION



# EMAIL MARKETING



- **Stay top of mind**
  - referrals and requesting appointments
- **Targeted emails**
  - specific treatment plans
- **Enhance your efforts outside the practice**
  - education about treatment and benefits to the patient

# EMAIL MARKETING

- Custom vs. Templated
- Include content that your patients want to read
  - Benefits not features
- Tease content by adding a read more link and sending to your website blog
- Include links to your website, appointment request forms and social media
- How does your email look on mobile?

# EMAIL MARKETING



My practice is always looking for ways to improve your dental health and dental experience. In order to give you the best possible dental care, I am happy to announce my investment in a state of the art intra-oral scanner. If you are wondering how this will benefit you, listen to what it will do for you:

[Click here to continue reading and to find out how our new digital equipment will benefit you >>](#)

BOOK AN  
APPOINTMENT

## STAY CONNECTED!

Like us on Facebook for even more fun photos, tips and news!



Hey [Name]!

Last time we talked you expressed interest in improving your smile with our adult orthodontic treatments. Now is the perfect time to get the treatment you have been thinking about.

We are offering a Summer Special.  
**\$1000 Off** our 6 Month Smile treatment or Clear Aligner therapy.

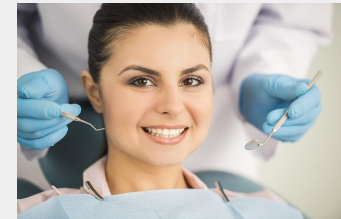
The offer expires 8/01/16. We don't want you to miss this savings.

[Learn more about our adult orthodontic treatments >>](#)

BOOK AN  
APPOINTMENT

## STAY CONNECTED!

Like us on Facebook for even more fun photos, tips and news!



At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi **sint occaecati** cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Et harum quidem rerum facilis est et expedita distinctio.

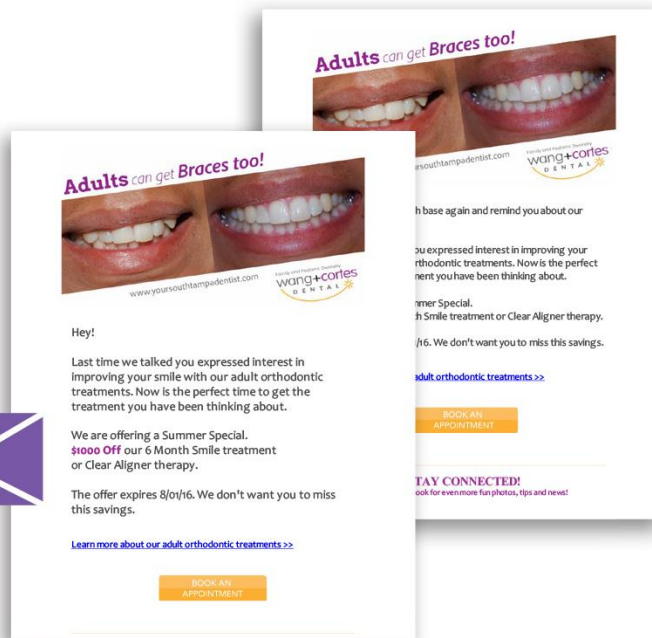
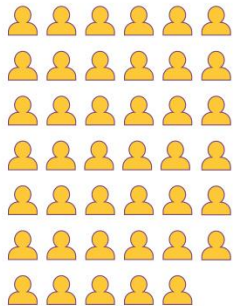


# EMAIL MARKETING

**41 patients** were contacted during a **3 month-long** campaign.

**2 emails** were sent to remind them of their treatment.

**5 patients** accepted treatment and scheduled an appointment for their Adult Orthodontic cases.



The **Net Revenue**  
for those cases was

**\$8,525**

Initial & reminder emails.

# ENGAGE VIA SOCIAL MEDIA

## facebook Community Update



1.55 Billion

people on Facebook each month



1+ Billion

people on Facebook each day



900 Million

people on WhatsApp each month



925+ Million

people using screens



8+ Billion

video views each day



700 Million

people on Messenger each month



15+ Million

people online due to internet.org



400 Million

people on Instagram each month



45+ Million

small & medium businesses using Pages



Completed Aquila

first unmanned aircraft to beam down internet



Announced first satellite launch

to provide internet



Introduced AI

digital assistant powered by AI



Announced Gear VR

consumer release

# BUILD LASTING RELATIONSHIPS



**Wang and Cortes Dental**

Published by My Dental Agency [?] · October 14 · 🌐

Implants restore your mouth to its natural state, keep your teeth in your mouth - not in a cup, (we like that one) and give you the ability to eat all the food you love. Dr. Wang recently attended the the AAID/ American Academy of Implant Dentistry's Maxicourse at The Dental College of Georgia to learn more about the newest trends and techniques. If you are considering implants, give us a call or send us a Facebook Message and we can talk about it.



## Implant Course -

Great news for all of Dr. Wang's dental patients! Dr. Wang has always strived to provide his patients with the latest, state-of-art dental procedures and cutting edge technologies. This is always done with his patients' care and dental health in mind....

[YOURSOUTHTAMPADENTIST.COM](http://YOURSOUTHTAMPADENTIST.COM)

[Learn More](#)

222 people reached

[View Results](#)

[Like](#) [Comment](#) [Share](#)

[Keith Magy-Todd](#), [Bob Finer](#) and 12 others

[Top Comments](#)

[Write a comment...](#)

[Martin Atkins](#) Good info!

[Unlike](#) · [Reply](#) · [Message](#) · 1 · October 16 at 8:59pm

[Wang and Cortes Dental](#) Thanks [Robin Adams](#). Dr. Wang really likes to stay on top of the latest procedures.

[Like](#) · [Reply](#) · October 18 at 1:11pm



**Wang and Cortes Dental** shared [Francine Beth Hinton](#)'s photo.

[Francine Beth Hinton](#) photo.

Published by My Dental Agency [?] · October 31 at 8:36pm · 🌐

We love seeing posts like this! 😊



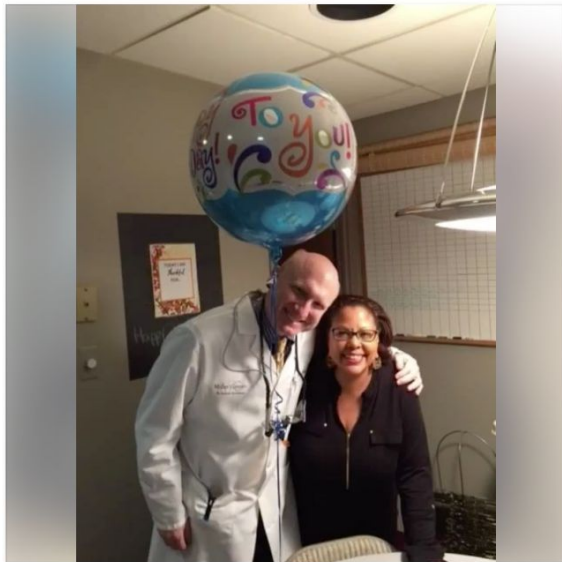
[Francine Beth Hinton](#) shared [Wang and Cortes Dental](#)

October 18 at 10:56pm · 🌐

Proud Patient [Francine Beth Hinton](#) wanted to share with Dr. Cortes the good news ! 1st tooth gone ! Thanks to you and your staff for the wonderful care you provide to your young patients.

- Social Proof
- Engaged Audience

# BUILD LASTING RELATIONSHIPS



149 people reached

Boost Post

49 Views

Like Comment Share

6

Chronological

-  **Happy Birthday Gladys** 🎂🎉🥳  
Unlike · Reply · Message · 1 · November 8 at 2:56pm
-  **Happy Birthday G!!! xo**  
Unlike · Reply · Message · 1 · November 8 at 4:44pm
-  **Happy birthday Gladys!!!**  
Unlike · Reply · Message · 1 · November 8 at 6:27pm
-  **Happy birthday Gladys !! Celebrate !!** 🎂🎉  
Unlike · Reply · Message · 1 · November 9 at 12:40am
-  **The Miller Center** Thank you all for taking the time to wish our lovely Gladys a Happy Birthday. 😊

Patricia Rahall, Courtney Backus Norton and 4 others like Wang and Cortes Dental



**Wang and Cortes Dental**

Sponsored

Like your favorite South Tampa dentists! We love staying connected with our patients.



**Wang and Cortes Dental**

Dentist

455 people like this.

Like Page

- Social Proof
- Engaged Audience

# facebook



Published by [My Dental Agency](#) [?] · November 9 at 3:20pm · 🌐

Did you know all of our dental assistants have a certification in dental radiology? This means they understand and know the best ways to protect and take care of YOU. Relax and smile...you are in good hands.



November 3 at 11:47am · 🌐

Read our newsletter: <http://www.smilereminder.com/sr/temp/view.do...>

## Newsletter

As we approach the end of the year, our lives become hectic with all the holidays and events. However, it is important that you don't forget to use your dental insurance benefits and flexible spending account (FSA) balances before you lose them.

SMILEREMINDER.COM



Like



Comment



Share



October 27 at 11:58am · 🌐

Read our newsletter: <http://www.smilereminder.com/sr/temp/view.do...>

## Newsletter

Don't wait till the end of the year to use your flex dollars and remaining insurance benefits. Now is a good time to get the family in for their dental check up and cleaning. If you don't use your flex dollars and or your remaining dental insurance benefits by the end of the year you lose it. So if...

SMILEREMINDER.COM



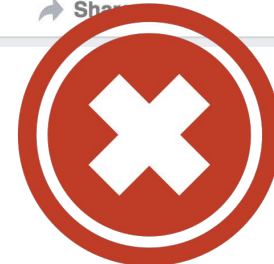
Like



Comment



Share



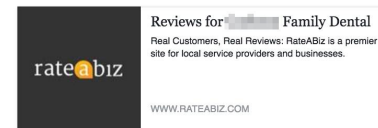
# facebook



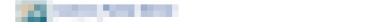
We had to share this cool photo of over 50 years of combined dental implantology experience! Dr. Wang with Dr. Michael Pruett (Director of the Dental College of Georgia postgraduate GPR Residency and Co-Director of the American Academy of Implant Dentistry Implant Maxicourse at Augusta University) and Dr. Doug Clepper, Co-Director of the AAID Maxicourse at Augusta University) from the recent class Dr. Wang attended.



start from receptionist, to hygienist, to dentist are all equally impressive. This practice has my highest possible recommendation."



Like Comment Share



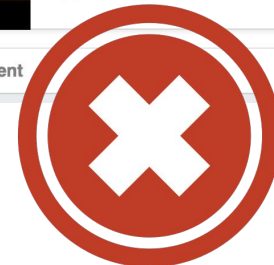
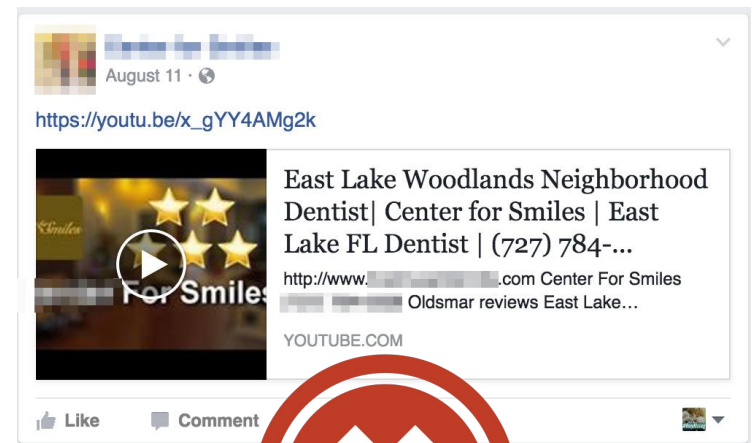
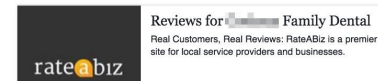
New 5 Star Review:  
"everything was and is AOK"



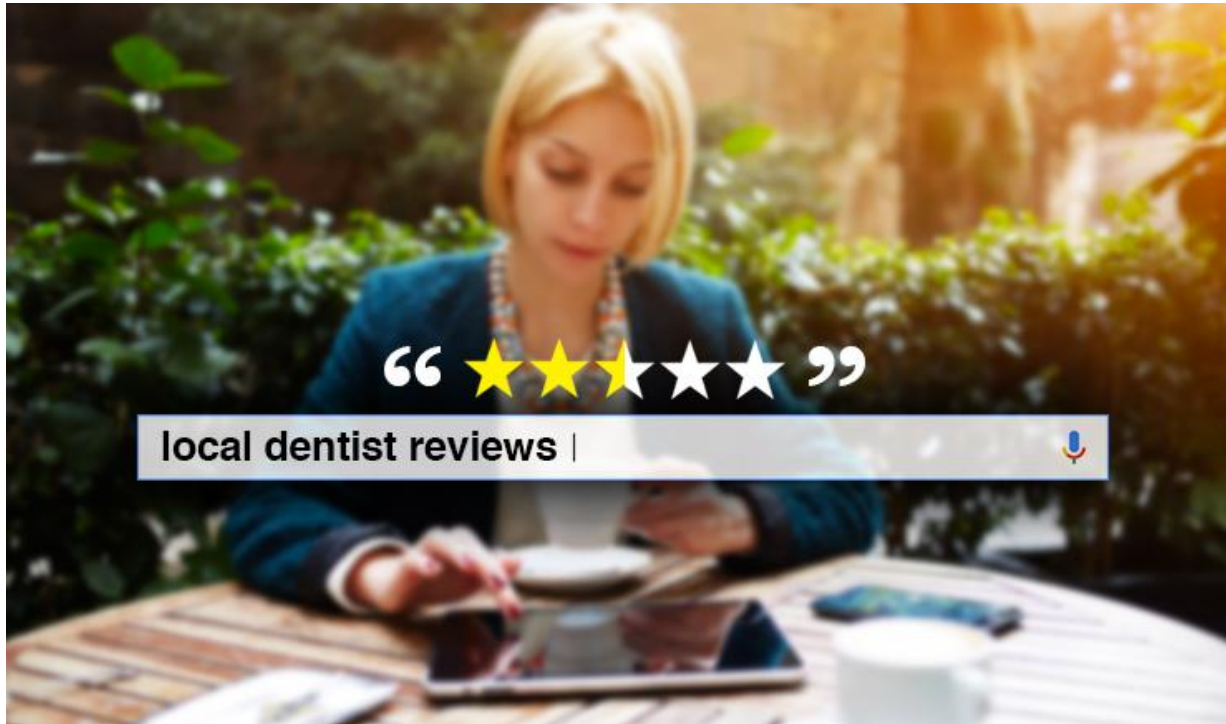
Like Comment Share



New 5 Star Review:  
"One of my least favorite things to do is go to the dentist. However, it's always a pleasure to visit Dr. C and his staff. They are terrific and I highly recommend them if you are new to the area or looking for a great change!"



# POSITIVE ONLINE REPUTATION



Google facebook \*yelp healthgrades®

# REPUTATION MANAGEMENT



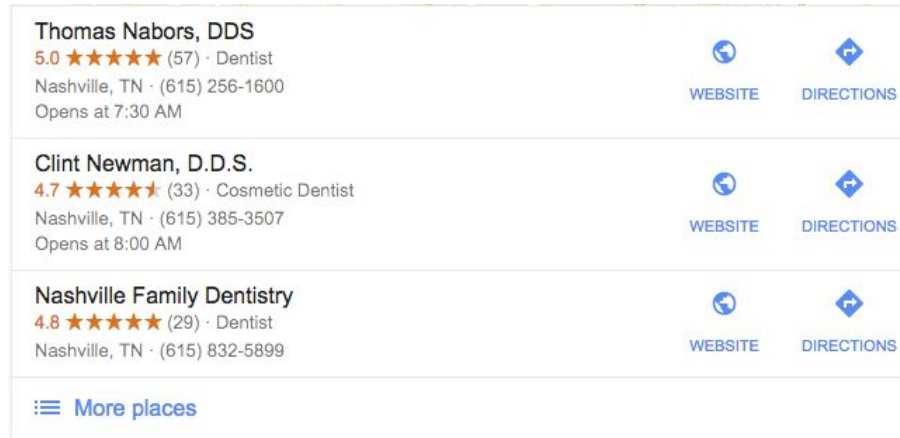
- What reviews and comments are people finding when they search for your practice online?
  - What about your competitors?
- Have you had an unreasonable patient post an unfavorable review because of something you couldn't control?
- What are you doing to be proactive in getting positive reviews?

# WHY DO YOU NEED REVIEWS?

*“70% of patients said that online ratings and reviews influenced their choice of dentists.”*

Source: [futuredontics http://www.dds1800.com/whitepapers/Dental\\_Marketing\\_in\\_the\\_Digital\\_World/](http://www.dds1800.com/whitepapers/Dental_Marketing_in_the_Digital_World/)

# WHY DO YOU NEED REVIEWS?



*“People are willing to pay up to **99% more** for an ‘**excellent**’ rated service rather than one with a ‘good’ rating.”*

Source: [futuresdentics http://www.dds1800.com/whitepapers/What\\_Dental\\_Patients\\_Want/](http://www.dds1800.com/whitepapers/What_Dental_Patients_Want/)

# REFERRALS TOO?



Is the dentist Jenny recommended any good?



**How many of your referrals are looking you up online before requesting an appointment?**



## Are you consistently asking for reviews?

- Do you have in-office signage motivating patients to leave reviews?
- Are you making it easy for your patients to leave reviews?
- Are you using email and marketing campaigns asking for reviews?
- Are you monitoring your reviews and never leaving a negative review un-addressed?

# WHAT ARE THEY FINDING

When a potential patient searches for you online what do they find?

Google

yelp

facebook

Blog

healthgrades®

# COMPREHENSIVE



# INTEGRATED



# PRACTICE EVOLUTION MASTER PLAN

## PRACTICE EVOLUTION MASTER PLAN

A Strategic Personalized Insight Into Your Practice





mydentalagency.com



**Jackie Ulasewich**  
Co-Founder



**Shawn Berg**  
Co-Founder



fb.com/mydentalagency



twitter.com/mydentalagency



instagram.com/mydentalagency



+MydentalagencyTampa



jackieulasewich