FUNDAMENTALS OF DIGITAL MARKETING

FOR DENTAL & ORTHODONTIC PRACTICES

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Founder, Roja Interactive

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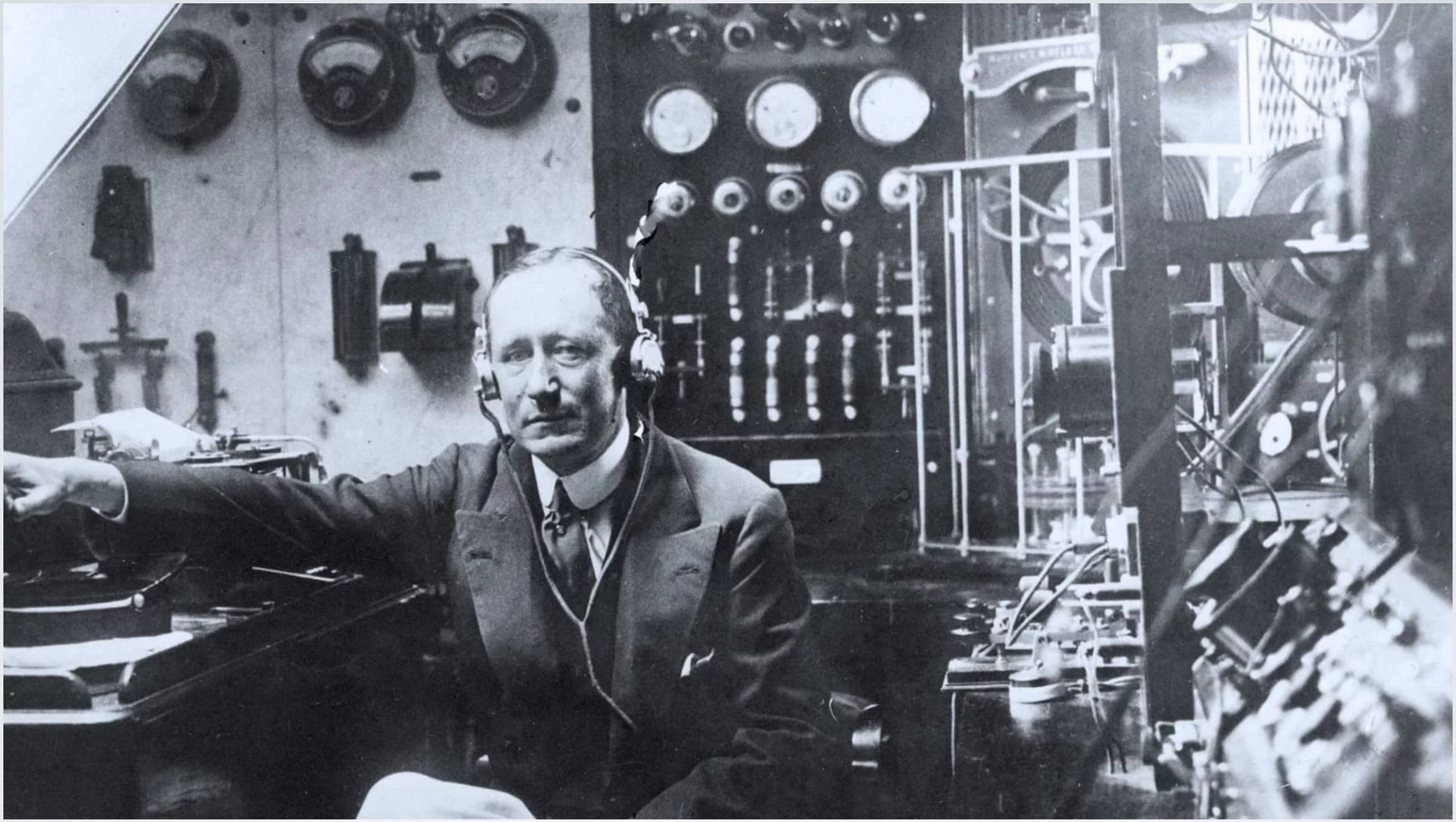

GUGLIELMO MARCONI

Italian inventor & electrical engineer known for Marconi's law

developed & marketed the first successful long-distance wireless telegraph

10 years later, radio reached the general public.

The first live broadcast was from an opera performance at the Met

What did people do after the broadcast?

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THEY BOUGHT SHOW TICKETS.

Digital marketing was born.

What is digital marketing?

(not an actual digital marketer)

Digital Marketing?

Umbrella term for all of your online marketing efforts

Businesses leverage digital channels such as search engines, social media, blogs, email and their websites to connect with their current and prospective customers.

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A digital marketing strategy is crucial to the fiscal success of any new practice starting up in 2022 and beyond.

People
looking for a dentist or orthodontist

Digital Marketing

Your Website

Word of mouth
Offline advertising
Walk ins

Your Practice

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Digital Marketing Channels

Website Design
Search Engine Optimization (SEO)
Content Marketing
Social Media Marketing (SMM)
Pay-Per-Click Advertising (PPC)
Search Engine Marketing (SEM)
Email Marketing
Online PR
Affiliate Marketing

Let's dig in!

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Website Design

Your website is the digital representation of your practice.

Almost all other forms of digital marketing are meant to drive traffic to your website.

Therefore, it's crucial to have
a **GREAT** website that's **EFFECTIVE**.

Characteristics of a great website

Clearly represents your practice and your values
Visually appealing to the eye
Easy to use
Organized
Helpful to the user
Loads quickly
Robust with relevant information
Engaging
Effective

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Elements of an effective website

Responsive Design (mobile-friendliness)
History, bio (or story)
Testimonials
Before & After Imagery
Imagery of doctor and staff
Video content
Easy to find contact information
Google map for directions
Easy to find appointment request mechanisms
Blog & Resources
Google analytics or some other tracking software
Tracking phone number
Social channel connections (Insta, FB, etc)
Mechanisms for search engine ranking (SEO)

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Social Media Marketing (SMM)

The practice of promoting your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business.

Facebook
Instagram
Twitter
Pinterest
LinkedIn
YouTube

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Types of SMM

The practice of promoting your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business.

Organic

Text, Images, Videos, Other posts

Paid

Pay-per-click (like, share, website link, etc)
Pay-per-impression

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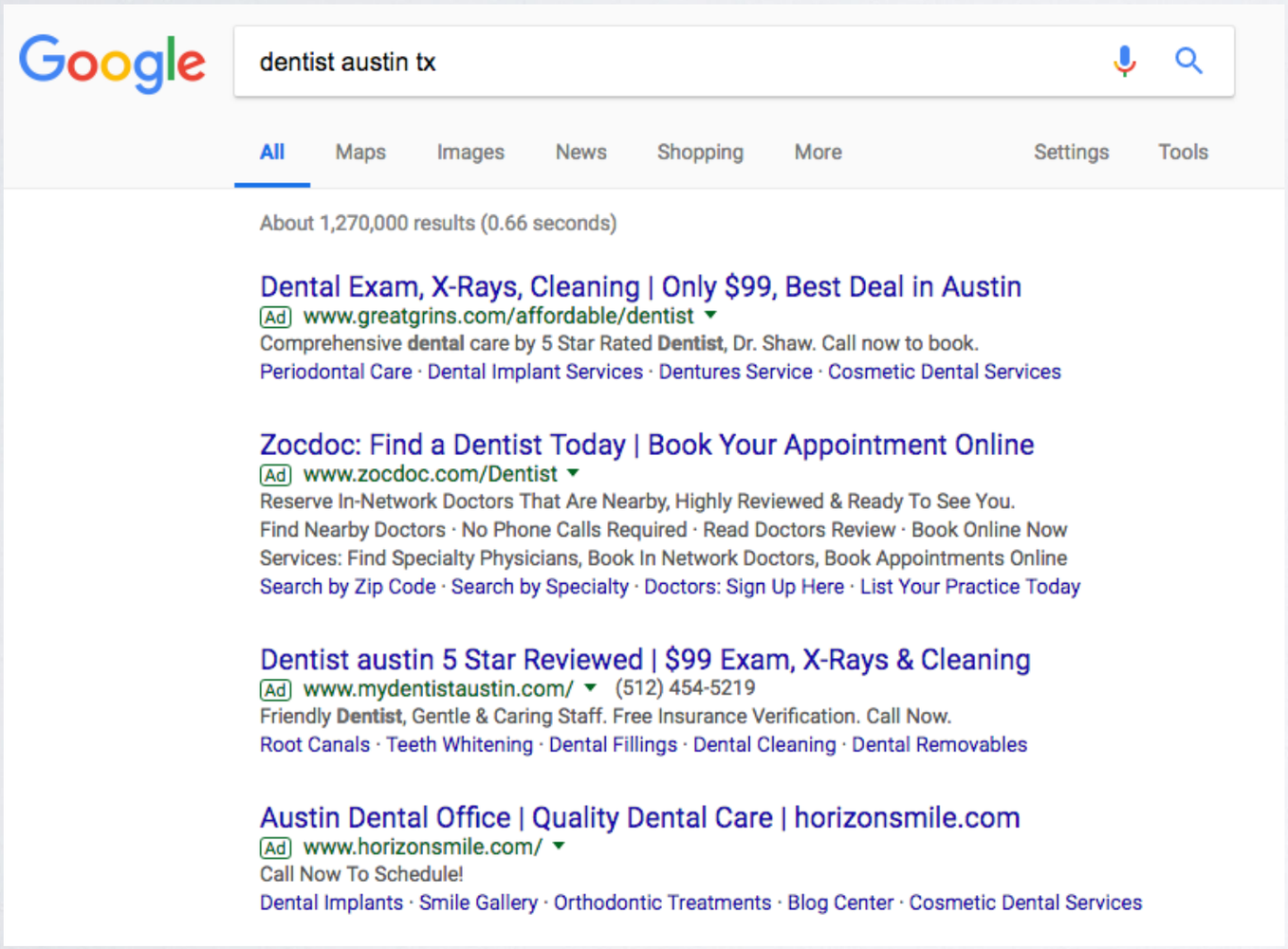
Pay-Per-Click (PPC)

A method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google AdWords.



Allows you to create ads for your business on google search results and on other websites.

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How PPC works

1. Choose a keyword or key phrase
2. Build your ads
3. Set a budget
4. Searchers search the keyword
5. Your ad is displayed
6. You pay a fee every time a user clicks your ad (which will usually lead to your website)

When PPC is working correctly, the fee is trivial, because the visit is worth more than what you pay for it. In other words, if we pay $3 for a click, but the click results in a $300 sale, then we've made a hefty profit.

Not all keywords are valued at the same cost per click.

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Content Marketing

The creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, or customers.

Three Tips for Choosing the Right Orthodontics Treatment

Published September 22, 2019 in Orthodontic Treatment

Blogs & Articles
eBooks
Whitepapers
Infographics
Videos

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Email Marketing

Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people towards the business' website.

Unlike other digital marketing channels, email marketing is one of the most popular types of marketing because…

you have complete control over your email list at all times.

Online PR

Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space.

Online newspapers
Blogs
Directories
Other business websites

Great for building links for off-site SEO efforts.

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Affiliate Marketing

A type of performance-based advertising where you receive commission for promoting someone else's products or services on your website.

Not a common method for dentists and orthodontists.

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Inbound Marketing

Inbound marketing refers to the 'full-funnel' approach to attracting, converting, closing, and delighting customers using online content.

Search Engine Optimization (SEO)

The process of optimizing your website to 'rank' higher in search engine results pages, therefore increasing the amount of organic (or free) traffic that your website receives.

So… which search engines should we focus on?

GOOGLE!

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How to rank on Google

Google is in the business of selling ads.

The more people that use Google, the more ads they sell.

Therefore, Google's main objective is to serve the **most relevant results** for any particular search so it is always the best search engine available, ensuring **people continue to use it**.

And so, the websites with the most **relevant, useful, and popular content** (in Google's eyes) pertaining to a specific search **will be rewarded with a higher ranking.**

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So, what does Google measure to determine **ranking** exactly?

There are **over 200 factors** Google uses to determine rank. Some are well known. Some are not. And some are proprietary secrets only known by Google.

Most Important Factors

Crawlability (for indexing)
Meta-data (for categorizing)
Text (for categorizing)
Backlinks (for authority)

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Others

Load time
Usability (ease of use)
Mobile-friendliness
Engaging, shareable content
Internal linking
Website size (pages)
Quality of backlinks (popularity)
Domain authority (popularity)
Social media shares (popularity)

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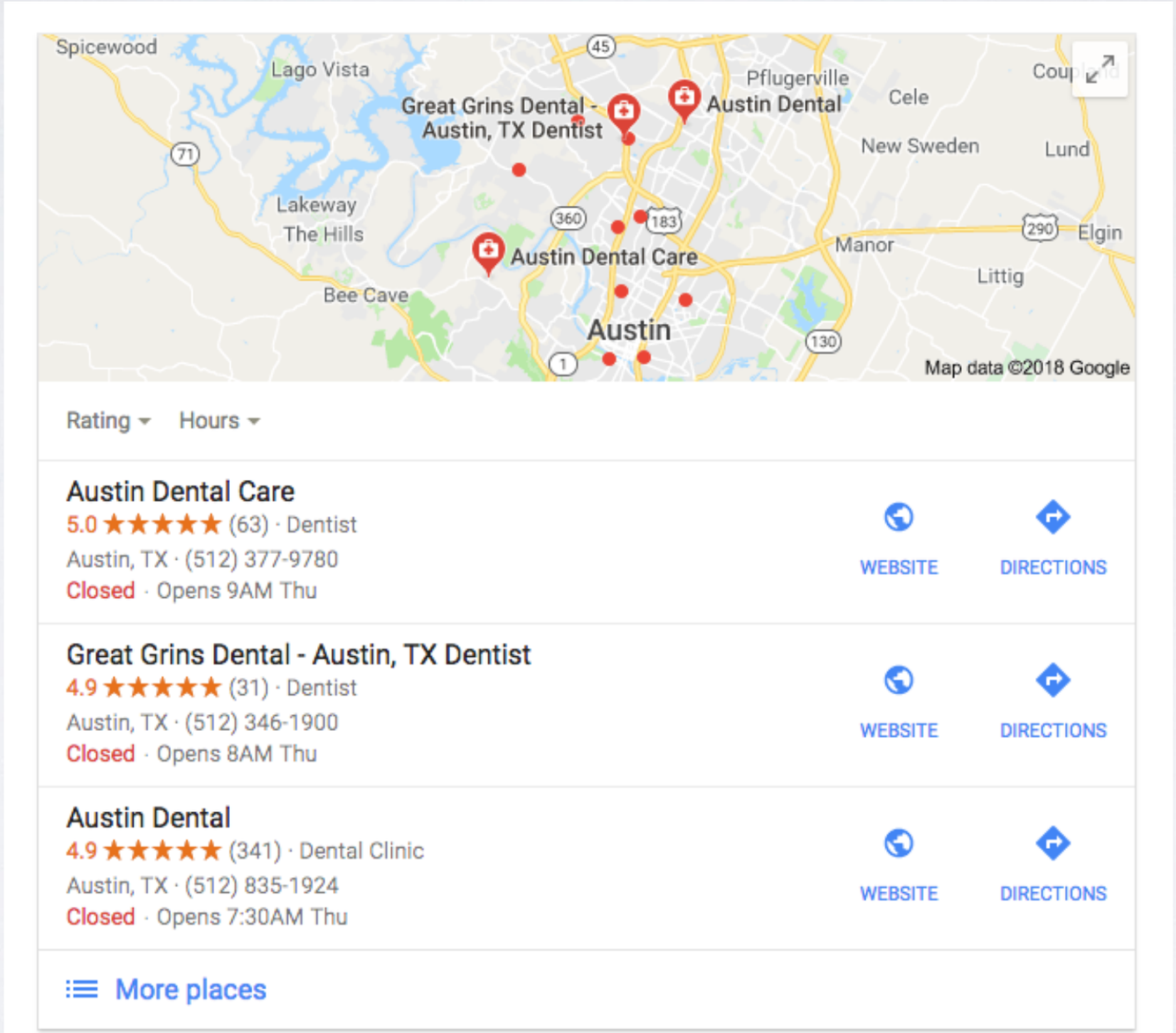
Local SEO

Set up and optimization of your Google Business Listing via Google My Business



How do I do digital marketing?

A brief overview (minus a lot of the technical jargon)…

Steps of implementation

1. Define target customer
2. Outline customer's assumed buying journey
3. Create strategic plan to guide that journey
4. Create digital marketing assets (website, ads, etc)
5. Launch campaign
6. Measure, repeat, iterate (pivot, if necessary)

1. Define your target customer

- Age
- Gender
- Salary
- Education
- Location
- Family
- Goals & challenges
- Values and fears

2. Outline your customer's buying journey

Awareness

- Blog posts
- Infographics
- Short videos
- Internet searches
- Social media searches

Consideration

- Ebooks
- Whitepapers (for consumers)
- Consultations
- Email Reminders

Decision

- Case studies
- Testimonials
- Reviews
- Consultations
- Follow Ups

PURCHASE!

3. Create a strategic plan to guide that journey

- Keyword research
- Research successful competitors
- Patient surveys
- Determine channels to use (Website, SEO, SMM, Content Marketing, PPC, Email, Online PR)
- Determine the type and nature of content, and which channels get which content

4. Create your digital marketing assets

- Branding assets (logos, fonts, etc.)
- Team photos
- Before & after photos
- Your website
- Blog posts
- Online brochures and lookbooks
- Ebooks and whitepapers
- Infographics
- Interactive tools
- Social media channels (Facebook, Instagram, LinkedIn, Twitter, etc.)
- Press releases
- Earned online coverage (PR, social media, and reviews)

5. Establish schedule and launch campaign

…based on you or your staff's availability, or the terms you've established with a local marketing firm or individual.

Then be sure to stick with your established schedule.

6. Measure, repeat, iterate, and pivot, if necessary

Marketing is part science and part art.

Using tracking software installed on your website, review reporting on a weekly, bi-weekly, or monthly basis.

Then analyze through pattern recognition what's working and what's not working.

Continue with (or double down on) what works and change the parts that are not as effective.

How do you measure results?

Traffic / Leads / Patients

Marketing Firms & Professionals

There are three types of digital marketing firms:

Spammers
Volume-based
Partners

Spammy Companies

- Sends unprofessional and unsolicited emails to every single business email address they can harvest
- Sends email from a personal gmail address
- Does not have a website
- Usually based overseas
- Extremely inexpensive services
- Will waste your marketing budget and potentially hurt your practice with "black hat" practices

Volume-based Companies

- Mid-large sized companies that charge high dollar for little results
- Will take weeks to reply to emails or phone calls
- Lacks attention to detail
- Does not listen to your needs

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Partner Companies

…will be a **partner** to your practice, help you **define your goals**, develop a **smart strategy** for reaching those goals, and then **effectively execute** your strategy while holding themselves **accountable**. They **care about you** & your business.

How to Evaluate Marketing Firms & Professionals

- Do they have a website with work examples and client reviews?
- Do they use a company specific email address?
- Can they form coherent, grammatically correct sentences devoid of spelling errors within the English language?
- Do they have good or great reviews on Google or some other legitimate business review system?
- Do they try to avoid unnecessary technical jargon so as to confuse you?
- Do they refuse to promise results that seem too good to be true? (getting you at position #1 on google for "dentist" within one month)
- Do they have references?
- Can they provide real case studies?
- Do they ask you to define your business goals?
- Do they provide a strategic plan to achieve those goals?
- **Do they listen to you?**
- **Do they provide measurable and consistent results?**

Closing

Stick with it, avoid perfectionism, and be creative.

"It's not that I'm so smart, it's just that I stay with problems longer."

- Albert Einstein

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Questions?

Follow up questions:

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Download presentation deck

https://www.rojaweb.com/einstein/

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