

BUYERS GUIDE

Hiring a Dental Marketing Agency



Hiring a Dental Marketing Agency

Let's Start With Something We Can All Agree On

The dental industry presents unique challenges for dentists, office managers, and practice owners. These challenges include managing patient satisfaction, providing high-quality services, and keeping up with day-to-day operations. However, one of the most significant challenges is marketing. Without an effective marketing strategy in place, dentists struggle to attract new patients and grow their practices.

If you find marketing daunting, you're not alone. Many dentists and practice owners feel the same way. But the good news is that you don't have to tackle marketing alone. Dental marketing agencies can help your practice reach its full potential.



This free guide will explore dental marketing agencies and how they can help your practice grow.

We'll cover what dental marketing agencies are and how they work. Additionally, we'll provide valuable tips on how to choose the right agency for your practice. Lastly, we'll discuss the skills that a dental marketing agency should possess to be an effective partner.

Whether you're an experienced dental professional or opening your first practice, this guide will provide you with valuable insights into the world of dental marketing agencies. So, take the next 20 minutes to dive in and discover how dental marketing agencies can help your practice thrive.

Did you know?

80% of clicks on dental ads come from mobile phones, so it's important to prioritize the mobile-responsiveness of your site. Plus, mobile phones generally have lower CPAs than both computers and tablets - over 25% lower!



All About Dental Marketing Agencies

What Are Dental Marketing Agencies?

Dental practices need a strong marketing strategy to be successful and competitive in today's market. Without it, you are operating without a clear plan or direction. Any dental practice's marketing strategy should aim to reach potential patients and convert them into loyal ones. This can be difficult without the right guidance, which is where a dental marketing agency comes in.

Did you know?

Google uses online patient ratings when deciding how prominently to list a website in its search results. This means that good reviews make it easier for potential patients to find your business when searching online. With this in mind, it's crucial to encourage patient feedback and be responsive to reviews.



How Can A Dental Marketing Agency Help Your Practice?

A strong marketing strategy is a fundamental component of any successful practice. Without one, your efforts are akin to driving without direction. A marketing strategy is a comprehensive plan that outlines a practice's approach to attracting and converting patients. While most practices understand the importance of acquiring patients, they often struggle with the execution of this process.

Although a practice's leadership team can develop a marketing strategy, its lack of experience in marketing can be a hindrance. This is where dental marketing agencies come into play, offering years of expertise in helping dentists identify their target audience and develop campaigns that resonate with their intended demographic.

Collaborating with a dental marketing agency gives your practice fresh perspectives and a new perspective on your brand. This is critical in developing a marketing strategy that effectively reaches and converts patients.



They Help to Convert With New Audiences

In order to maximize your practice's reach and potential patient base, it is important to avoid the mistake of solely focusing on your current target market. To expand your audience and increase patient acquisition, it is crucial to continuously identify and pursue new demographics.

Partnering with a dental marketing agency can provide valuable insights into additional demographic groups that may be looking for your services. This presents a valuable opportunity to tap into an untapped patient pool and ultimately increase revenue.

Working with a marketing agency also allows you to develop targeted approaches for both your current and new audiences. It is not uncommon for practices to utilize multiple marketing strategies to effectively connect with diverse groups. Utilizing a dental marketing agency can optimize your marketing efforts and attract a wider range of patients.

Helps Convert Prospective Leads Into Paying Customers

One common challenge faced by dentists is the difficulty of converting potential patients into returning patients. Despite having a substantial social media following, many dental practices struggle to attract these individuals to their physical location for appointments. However, it's important to recognize that every social media follower or 'like' represents a potential patient who may not yet be aware of the services offered by the practice.

Fortunately, a professional dental practice marketing agency can help dentists develop an effective sales funnel strategy to convert these prospects into real, returning patients. The specific approach taken will depend on various factors, but marketing agencies possess extensive experience and expertise in this area, enabling them to offer a range of effective solutions to help dentists succeed.



They Assist in Content Marketing

In the current digital landscape, the quality of the content that a dental practice publishes online is a major determining factor for its online presence. Ideally, an enterprise with a well-crafted content marketing strategy will attract a substantial following and generate online traffic.

However, identifying and creating high-quality content can be a challenging task. One may ask, "What constitutes good content?" The answer ultimately depends on the brand, target audience, and objectives. The process of developing relevant and effective content can be overwhelming, especially for busy dentists. This is why consulting with marketing professionals who understand the power of well-crafted content is so important.



How To Pick The Right Agency to Work With

Now that you better understand dental marketing agencies and how they can help you, it's time to start looking for an agency. Unfortunately, not all marketing agencies are equal.

You need to find an agency that understands your practice, has the experience and creativity to provide solutions, and demonstrates professionalism through consistency, communication, and collaboration.

So where do you start? Let's go through the process step-by-step.

Did you know?

After General Dentistry and Emergency Dentistry, Dental Implants is the third best dental service to target on Google Ads based on search volume. However, Dental Surgery is the third best-converting service to target based on our marketing experience.

How to Evaluate an Agency

1. Set Goals

Assessing a dental marketing agency can be challenging, as subjective factors often influence it. The selection process primarily hinges on the specific needs and preferences of the dentist seeking a marketing partner. It's important to thoroughly examine your dental practice to identify existing issues and areas to improve.

You will need to clearly understand the limitations of your current marketing approach and its impact on the number of new patients you attract each month. Setting objectives is the first step in finding the ideal marketing agency. This will provide a framework for the selection process and help you pinpoint the marketing firm that best aligns with your goals.

After defining your goals, the next step is to explore your options.



2. Shop Around

When it comes to selecting a dental marketing agency, there are many options to choose from. However, finding the right agency can be challenging. It is essential to conduct research and explore multiple options before making a decision.

To begin, create a list of 5-10 potential agencies. Then, evaluate their website, content, and social media presence to determine if they align with your organizational goals and values. It is also important to assess their core competencies. Are they a website design company that also offers marketing services? Do they focus only on SEO or social media? Make sure they meet your needs, so you don't waste valuable time.

After conducting thorough research, narrow down your options to 2-5 agencies. Finally, investigate their reputation by checking reviews from past clients on platforms such as Google or Facebook.

By following these steps, you can feel confident as you move to the next phase of your search: the first meeting.

3. Reach Out

Now that you have a shortened list, it's time for you to reach out to your chosen agencies about creating a partnership. Reach out to them via call, email, or online form submission. Be honest about what you are looking for and ask to set up an initial meeting. If you don't get a prompt response, that means they don't value your time – and don't need your business.

4. Ask Questions

Before your scheduled meeting, it is important to prepare a set of questions to effectively gather the necessary information for decision-making. The aim is to fully address all inquiries and align them with the objectives previously established for your practice. The scope of topics to be addressed during the meeting is not limited. It is recommended to begin by discussing the agency's pricing structure, followed by their work process and communication style.

Ensuring that the questions you will raise align with your practice's goals is essential for these conversations. A reputable marketing agency should be able to provide comprehensive responses, even when presented with challenging questions. Remember: you are hiring an agency, so they should be able to demonstrate their value and expertise.

5. Ask for Case Studies or Testimonials

After all your questions are answered, the next step is to ask for testimonials and case studies. A case study or testimonial is something all good agencies have. The success of their clients is a testament to their skill, so they will keep track of it all.

Make sure you don't just take the testimonials and case studies at face value. Take time to contact each reference personally and ask how the agency has helped them in their marketing efforts. Ask for specific examples so that you can be confident that the agency can assist you in a variety of ways and circumstances.

You may only have one or two to choose from at this point. You can make a decision now, or you can take the evaluation a bit further by considering these extra tips to pick out the right dental marketing agency to work with. Keep reading to see what other insights we can offer you.



Extra Tips on Picking the Right Marketing Agency

1 They are up to date with industry trends

You need a marketing team that is aware of the dental practice industry - not just people who will passively get information from your team. They should be proactive in knowing the newest techniques, processes, and trends in the industry.

2 Can customize the sales process to your workflow

Some marketing agencies offer solutions that can be inflexible. It would be best to work with a team to customize the whole sales process to your workflow. This allows them to get new clients for you without disrupting the day-to-day activities of your practice.



3 **Can communicate with your leads in a variety of ways**

How do they contact your leads? Are they stuck in the age when email was king? A good marketing agency can offer multiple ways of communicating with leads. From text messages, phone calls, and even a message on their favorite social media platform.

4 **They offer flexible contracts**

If you don't have a massive budget for your marketing, you should look for a marketing agency that can provide a flexible contract. This allows you to keep their services during your lean months still while.

Did you know?

"Dentist near me" is searched nearly 2,240,000 times every month in the United States and has an average CPC of \$12.35. That makes it a great keyword to include in your Google Ads strategy.



Other Services A Good Dental Marketing Agency Should Offer

A dental marketing agency will help you get more patients. We know that already. How they are going to do that will depend a lot on the goals of the dental practice they will be working with. But there are a couple of services you should look out for in an excellent dental marketing agency.

Here are some of them:



Did you know?

63% of adults who have visited a dentist in the past year did so as a result of an online search. This highlights the importance of having a strong digital presence for dental practices.

SEO

SEO or search engine optimization is a discipline in digital marketing that focuses on making sure prospective patients see your website when they search for a service or product related to your practice on their favorite search engines. Your products or services will come up first in people's searches if you have good SEO management for your website. This ensures that people go to your site first before they visit the competition.

A good marketing agency should have a good SEO plan at all times. After all, about 88% of adult Americans go online to buy a product or service. One caveat, though. SEO is not a get-patients-quick strategy. Most SEO experts estimate that businesses should allow 3-6 months of buffer time before the effects of a strategy kick in. If an agency promises "fast" results, then consider that a red flag.

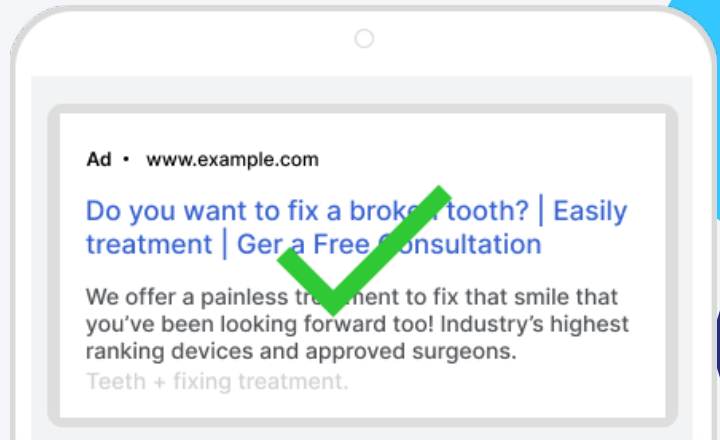
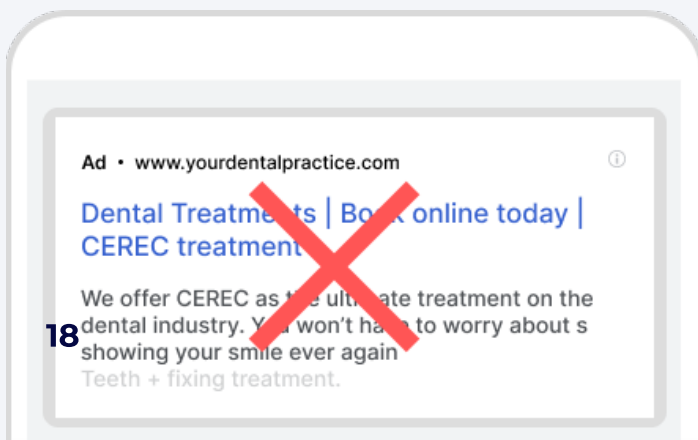


Paid Ads

Ever noticed those sponsored ads that come up on your search results when you search for something on a search engine? Or the ads you see on your favorite social media platform? These are all ad placements that businesses pay for so they get in front of their prospective customer's faces.

Some dental practices make the mistake of doing the ads themselves - just by throwing money at their ad accounts. Sure, this does get the ads going, but this will end up making you lose money in the long run.

A good dental marketing agency will have experienced media buyers within their team that can help you create effective paid ad campaigns. This ensures that you are earning more than what you are spending on ads.



Reputation Management

People are more likely to choose a business that has good reviews. We can all agree on that. Reviews from other people give us an insight into whether it makes sense to spend money on that business or not. This means that when your dental practice has no reviews, people are less likely to check it out.

Reputation management focuses on improving the "reputation" of your business online through various means. Creating campaigns to enhance the number of reviews you have online is just one of their many strategies.

If you want a holistic marketing strategy, reputation management should always be tied along with it. A good dental marketing agency will always have a competitive reputation management strategy that will allow you to record good reviews from your happy patients. Not only that, they will have contingency measures ready to address negative ones as well.

TELL US HOW WE ARE DOING?



AMAZING



DISSATISFIED

Working with a Dental Marketing Agency: Experience and Expertise

Dental Marketing offers an amazing solution for dentists who want to elevate their practices. Recognizing the need for tailored digital marketing services within the dental industry, Dental Marketing has emerged as a leading provider of specialized solutions. Unlike the generic “one-size-fits-all” approach employed by many marketing partners, Dental Marketing is a company uniquely designed to meet the specific needs of dental practices.

Founded and staffed by professionals with extensive experience in the dental field, Dental Marketing is dedicated to delivering exceptional results for dental practices.



Here are 6 reasons why over 1,000 dentists love working with **Dentalmarketing.com**.

1 We **manage millions of dollars in ad spend** and have strong relationships with Google as a Google partner. Our team is constantly trained on the latest updates to ensure that your marketing is always ahead of the curve.



2 We're proud to be the **#1 dental marketing vendor for Breakaway Seminars**, one of the nation's top practice training for dentists. Over 20,000 dentists have attended their in-person seminars and our 5-C Method is now part of their marketing training.



3 In 2019, we were honored to win the prestigious Inc 500 award as one of **America's Fastest Growing Companies**. This is a testament to the success of our methods and the satisfaction of our clients.

Did you know?

The highest conversion rates are typically on Thursdays and Fridays, with rates of 21.01% and 20.45%, respectively. This means you should allocate your budget more towards these days versus other days of the week!

- 4 Our team is dedicated to providing the best service possible, which is why everyone on our team holds an active **HIPAA certification** and attends at least one seminar each year to stay up-to-date on the latest industry trends.
- 5 We have a strong online presence with over **185+ 5-star reviews** on platforms such as Google, Facebook, and Trustpilot. Our clients trust us to do right by them and we take that responsibility seriously.
- 6 Our **5-C Method** has been proven to bring in a steady flow of new patients each month for our clients.

With years of experience in the niche, we are here to set you up for success! Contact Dental Marketing today and speak to one of our marketing experts about your unrealized goals for your business. You can call us at **1-855-980-0091**, or you can send an email to email **growth@dentalmarketing.com**, and we will respond to you as soon as possible.

With Dental Marketing by your side, you can rest assured knowing you and your practice are in good, reliable hands.



DENTAL
MARKETING.COM

