

THE BEST DENTAL MARKETING PLAN

(in a few easy steps)

STEP 1

Conduct a Situational Analysis

Identify where your practice is at now.

What services do you offer?

What differentiates your practice from competitors?

How are you marketing your practice?



STEP 2

Determine Your Goals



Where do you want to be?

Do you want to attract more patients?

Gain more profitable patients?

Prep your practice to be sold?

Whatever your goals are, write them down. Make sure to make them

S.M.A.R.T. (Specific, Measurable, Attainable, Realistic, Time-based).

STEP 3

Define Your Target Audience

Based on your goals, who do you need to **communicate** with? Is it your:



Current patients?



Potential patients?



People searching the internet for a new dentist?

Once you define your target audience, you'll also need to identify the best method to reach them (e.g. online, social media, email, direct mail).

STEP 4

Develop Your Budget

Identify how much **time** and **money** you can devote to developing your strategy.



Consider:

- **The amount of time you can dedicate to implementing and managing your marketing**
- **The investment you want to make into your practice's marketing**
- **How much knowledge you have about effective marketing strategies**
- **The amount of time required to see a ROI from your marketing**

STEP 5

Determine Your Strategies

Use this guide below to help you consider which strategies are best for your practice.



STEP 6

Create Content



Advertisements, direct mailers, your website, emails, all require content.

Once you determine the channels in which you'd like to market your practice, you'll then need to put pen to paper (or hire a professional).

STEP 7

Execute



Once you've crossed your T's and dotted your I's – get the campaign started! Put the **direct mailers** in the mail, press "send" on that **email promotion**, post that signage, and get social!

STEP 8

Track and Repeat!

The most important step of all is **measuring** your practice marketing. You want to know if what you're doing is working – or it's simply a waste of money.



Tip: Use tracking phone numbers on your materials or ask people how they heard about you to see which campaigns are best.

For more information on marketing strategies, call (888) 932-3644 or visit www.ProSites.com.