THE BEST DENTAL MARKETING PLAN

(in a few easy steps)

STEP 1

Conduct a Situational Analysis

What services do you offer? What differentiates your practice from

Identify where your practice is at now.

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?



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).

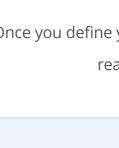
Gain more profitable patients?

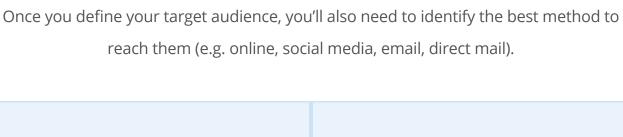
STEP 3

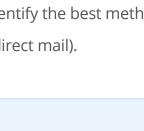
Based on your goals, who do you need to **communicate** with? Is it your:

Define Your Target Audience

Potential patients? People searching the Current patients?







internet for a new dentist?

Develop Your Budget

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

Consider:

marketing

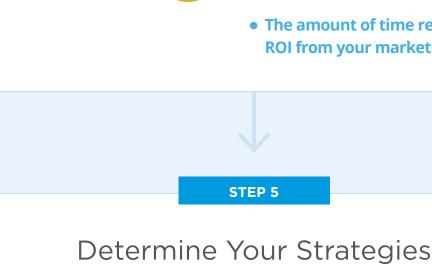
STEP 4

• The amount of time you can dedicate to implementing and managing your

STEP 5

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

Direct Marketing



Digital

ROI from your marketing

• The investment you want to make into

How much knowledge you have about

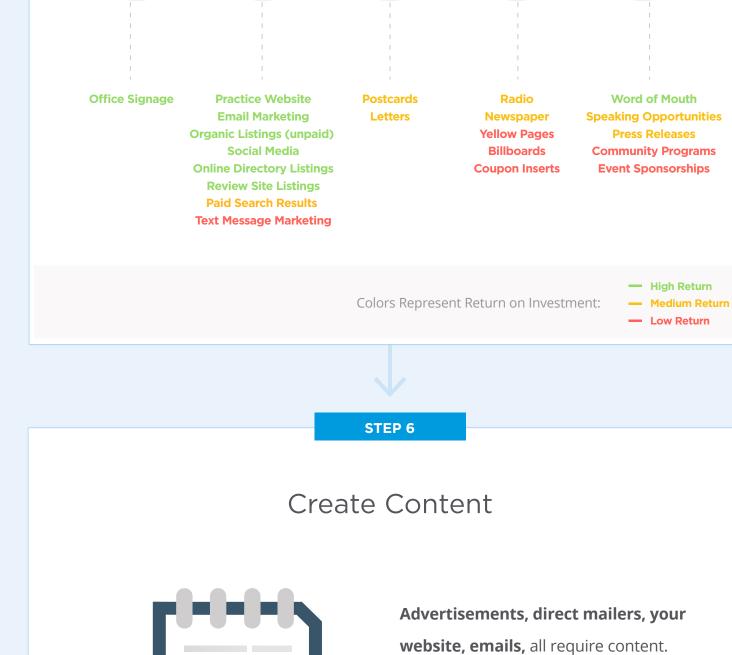
• The amount of time required to see a

your practice's marketing

effective marketing strategies

MARKETING OPTIONS

Traditional



STEP 7

Execute



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!

Once you've crossed your T's and dotted

Once you determine the channels in

practice, you'll then need to put pen to

which you'd like to market your

paper (or hire a professional).

The most important step of all is

STEP 8

Track and Repeat!

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



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

