

How Dental Marketing is Evolving.

The Importance of Video as a Marketing Tool.

Learn how to engage your local community and grow your dental practice with the most powerful tool, video.



How Dental Marketing is Evolving

Dental Marketing has greatly progressed. In the past, the main tactics for marketing a dental office were direct mail advertisements, newspaper inserts, word of mouth referrals or participating in an insurance network. Approximately 5% of a dental practice's annual revenue is put toward a marketing budget. As marketing trends drift toward the use of social media, tapping the resources of social networks has become another important avenue for marketing private dental practices. **Word of mouth referrals are evolving into something that is "shared" or "liked" electronically among friends, rather than in person.** In fact, nearly one out of every four tweets on Twitter mentions a product or service and all of the main search engines are indexing them.

Approximately 71% of Americans ages 18-34 use some form of social networking. Sites like Twitter and Facebook are becoming a necessity for businesses to utilize, rather than a convenience. Social media is here for good, and the great news is that **it's practically free.**

Dentists are using social media to highlight their websites and videos they've created to showcase their practices. Those dentists are able to make an impression in their community before potential patients ever call or step foot into their office. Videos especially, allow dentists to set themselves apart from other dental professionals in the area. Most often these videos are to introduce the office or dentists, explain procedures, and highlight patient testimonials.

One dentist explained **"Most of my new patients say 'I saw your video' and many of them would rather watch something than read it. Some of my patients don't speak English so they don't even understand what I'm saying, but the image of what they are seeing on the video lets them know more about the procedures and what my mannerisms are like. They really like that."** Another dentist says that they show their videos to patients who are considering a procedure but want to see how it is performed and what the results are. "Short, specific videos...help existing patients in the office decide whether to have a procedure."

*Sites like Twitter & Facebook are becoming a necessity for businesses to utilize, rather than a convenience. Social media is here for good, and the **great news is that it`s practically free.***

Should Small, Private Practices Consider Video?

On Google alone, the keyword **dentist** is searched 8.2 million times per month in North America; that's almost 100 million times a year! This means Dentists need to do what ever they can to get their website in front of this audience. The best way to do so is to make sure the website is optimized so that it ranks as high as possible on search engine results pages (SERPs).

Fact Search engine optimization that comes from an embedded video on a website draws more attention in search engine results than websites that do not.

Fact Video increases the chance of a front-page Google result by 53x.

Fact Videos in universal search results have a 41% higher click through rate than their plain text counterparts.

Fact A key reason why practice websites are not successful is because they are out of date and do not provide content, like videos, that potential patients are looking for. If patients are not able to find the information that they need, then they will look to other websites that do provide it.

30 – 60 second videos help introduce a patient to the practice and explain commonly asked questions about dental procedures. **As dentists educate potential patients on treatments like deep cleanings or root canals before they even arrive, patients are empowered to co-diagnose conditions and accept treatment plan cases.** This can increase office revenue.

Why Hire A Video Professional?

Dentists should consider hiring a professional to produce their office videos for the same reasons that oral surgeries or periodontal procedures are referred to a specialist.

Specialists in their particular fields do their job well. When people try something that they are not necessarily trained in, they may be able to do it but the results won't be the same. Writing a script, set lighting, and video editing by a professional is worth the investment. Hiring a videographer will create a higher quality video and make a more dominant presence on the web. **Making the investment is something patients will notice.**

Fact

On Google alone, the keyword dentist is searched 8.2 million times per month in North America. That's almost 100 million times a year!

Fact

*Videos in universal search results have a **41%** higher click through rate than their plain text counterparts.*

Get Noticed By Prospective Patients

Videos on a webpage optimize search engine results which in turn increases website traffic. These videos most often feature messages about services that the practice offers and testimonials by the dentist and his or her patients.

Once a practice has video, it can also be uploaded to YouTube and shared on sites like Facebook, Twitter and LinkedIn. One case showed that a small Facebook advertising investment of \$50 was able to reach 120 people, get 42 clicks and **6 new patients into an office in one week.**

It's estimated that of dental offices who use social media:

- **70% saw increased traffic in their office**
- **60% had an increase in search engine results**
- **50% created new business partnerships**
- **Almost 50% reduced their marketing budgets**

It's estimated that of dental offices who use social media, 70% see increased traffic and 60% see an increase in search engine results.

How We Can Help

We help dentists reach potential patients by establishing a connection, building trust and creating familiarity through professional video. Our network of video professionals creates polished, professional video content that helps dentists make a lasting first impression.

Sources

1. Jason Lipscomb, DDS, "Top 5 Reasons Dentists Will Not Use Social Media", DentalTown.com; June 2010.
2. Joy Gendusa, "I am a dentist. Why should I bother with social media?", Dentistry IQ; June 2011.
3. Press Release, "New book offers reasons to use video in dental practice marketing.", RDH Magazine; June 2011.
4. Jeremy Scott, <http://www.reelseo.com/videos-ranking-universal-search-results-video-seo-study/>, ReelSEO; April 2011
5. Dr. W. Keith Dobracki, "Floss, Brush, Rinse, Check My Social Media", The Profitable Dentist; Fall 2011.
6. Howie Horrocks & Mark Dilatush, "Promoting My Practice - What Do I Do Now?", DentalTown.com; February 2010.
7. Kristie Nation, "10 ways to kick-start a social media campaign with Facebook.", Dentistry IQ; May 2011.
8. Edward Zuckerberg, DDS, FAGD, "Does My Office Really Need a Facebook Page?", Dentaltown.com; September 2010.
9. G.A. Morse, M.S. Haque, M.R. Sharland & F. J.T. Burke, "The use of clinical photography by UK general dental practitioners." *British Dental Journal*; 208, E1 (2010).