



{ E-BOOK }

## HOW TO BECOME #1 IN YOUR MARKET

7 BRANDING AND DIGITAL MARKETING TIPS TO FIND BIG CASE PATIENTS



### 1. WEBSITE MUST BE MODERN - MUST BE MOBILE

Your website must be responsive and look good on a phone since more than 50% of your website traffic will come from a phone/tablet in 2019<sup>1</sup>. Did you know that Google prioritizes responsive websites and shows them first since it leads to a better user experience.



### 2. YOUR IMAGE AND BRAND ARE IMPORTANT

You have approximately 50 milliseconds seconds to make an impression<sup>2</sup>. Photography, video and messaging on your website need to be perfect and position you as the expert. Strangers aren't buying dentistry at this point, they're buying YOU and your brand!



### 3. MAKE SURE YOU HAVE A CLEAR CALL TO ACTION

Make sure there is a clear call to action in every piece of marketing. Make it easy for site visitors to contact you (give them a phone number and forms). Patients are searching the internet with a problem. Solve their problem - make it simple and obvious.



### 4. OPTIMIZE YOUR SITE TO CONVERT

The goal of your website is NOT to inform, educate or entertain. The goal is to CONVERT strangers to patients. Everything should make it easy for them to contact you, solve their problem and schedule a consult. *Forms/funnels are nice but phone calls are 10x more valuable.*<sup>3</sup>



### 5. ALLOCATE THE RIGHT AD BUDGET

Most practices don't spend enough on their media to stand out and find consumers shopping. Business decisions should be based on data and ROI (if you spend x, you get a multiple of x). Think about your ad spend 'per day' instead of per month (since you want daily leads/results).



### 6. NURTURE YOUR LEADS

Some leads convert quickly and some take more time. Make sure your site has some lead nurturing funnels that keep your message active AND everything is tracked (recording of call, when leads come in, where they are in your pipeline and other important data points).



### 7. ANSWER THE PHONE

Make sure your staff answers EVERY call and is properly coached/trained to handle the questions a big case lead will ask. Missed calls are likely lost forever and not recovered because shoppers are shopping and they will move on to the next practice on their list.

#### Bonus tip

*Find a partner who meets with you regularly to review metrics and make adjustments frequently.*

*Sources: <sup>1</sup>Statista, <sup>2</sup>Taylor & Francis, <sup>3</sup>Internal finding*

**ARE YOU #1 IN YOUR MARKET? SCHEDULE A CALL TO LEARN HOW WE MAKE DENTISTS #1 IN THEIR MARKET**