



# Tips to Maximize Your Digital Marketing for Practice Growth

To decide where to start with digital marketing, a dental practice should first identify its primary goals—such as attracting new patients, boosting online visibility, or increasing engagement with existing patients. Conducting an audit of your current online presence can highlight areas for improvement, like an outdated website or lack of social media activity. From there, focusing on foundational elements like a user-friendly website, local SEO, and targeted social media channels can establish a strong digital presence. Starting with the basics helps ensure each step supports the practice's overall growth and visibility.

## Social Media

- **Detailed targeting:** Target potential patients based on location and interest when running paid social ads.
- **Repetition for brand awareness:** Keep in mind that potential patients need to see your ads multiple times before they'll take action. Make sure your visuals and copy align with your practice's values and speak directly to your target audience.
- **Consistency and authenticity:** Social algorithms value the rate in which you post, and it also gives your audience a better chance of seeing your content and interacting with it. Don't be afraid to show brand personality so your audience feels connected.

## Advertising

- **Bid on the right keywords:** Focus on bidding on keywords that are highly relevant to your practice. Examples could include 'dental implants in (insert city you're located in)' or 'teeth whitening treatments near (city)'.
- **Craft compelling ad copy:** Make your ads engaging and include any discounts or special offers to attract potential patients.

- **Optimize your landing page:** Ensure that your landing page is visually attractive, with clear calls-to-action.

## Search Engine Optimization

- **Invest in great content:** Create high-quality, informative content that answers the questions and phrases potential patients would search for on Google.
- **Maximize your Google My Business profile:** Ensure your profile is accurate and up to date, including detailed practice information, services offered, and professional photos.
- **Focus on local SEO:** Optimize your website for local searches by listing your practice on local citation pages, directories, and dental associations.

### Website

- **Have a website designed to convert:** Your website should be user-friendly and optimized to convert potential patients into actual patients.
- **Ensure it's user friendly:** Be sure that your website is mobile-friendly, has quick loading times, and is Americans with Disabilities Act (ADA) compliant.
- **Highlight the best of your practice:** Invest in high-quality visuals, talk about what makes your practice better than others, and instill trust in potential patients with online reviews.

### Pro Tips:

- **Set clear goals:** Don't throw money into random marketing efforts. Establish specific goals, such as increasing teeth whitening appointments, to guide your strategy.
- **Monitor competitor activity:** Stay aware of what other dentists in your area are doing to avoid being outbid for keywords or lacking creative targeting.
- **Progress reporting:** Keep up with performance metrics to ensure your digital marketing is working how you want it to and is driving the right leads to your practice.