



How to **Market** Your Most Profitable Procedures

If there's one thing *most* practices can agree on, it's the need and desire to promote your high-value services. These can be services that provide a high ROI for your practice, and usually aren't covered by the patients' insurance such as teeth whitening or dental implants. It's imperative that prospective patients can find your practice when they're searching for elective procedures, and ultimately end up as active patients.

Here are some tactics to promote your high-value services across various channels:

Website: Your website is the gateway to your practice, and can be a make or break for a majority of potential patients. Make sure your website is accessible, fast, and easy to navigate. It is also a great tool to promote specific procedures and specials through pop-up ads, banners, or by changing H1s on web pages. It can become a one-stop shop for patients seeking your services.

SEO: Search Engine Optimization (SEO) is a trusted method for engaging an audience who are searching for services that your practice offers. It's a relatively inexpensive and effective long-term solution to generating patients.

Paid Advertising: Pay-per-click (PPC) ads are an extremely quick and reliable way of ensuring your message is seen by your desired audience. With the ability to target effectively using PPC, it's a great option to get patients in the door quickly.

Social Media: Social media platforms provide an unprecedented way of reaching a larger audience than ever before. Whether your practice is utilizing organic social, paid social, or a combination of both, you have the unique ability to connect and engage with a vast audience who could be looking for your high-value treatments.

Content Marketing: Content marketing is a robust strategy that can help to generate attention around your most profitable procedures. Content can include things like blog posts, videos, website pages, and educational pieces, all of which can help patients make the decision to choose your practice over your competition.

Intake Forms: Adding questions to new patient intake forms are an efficient and seamless way to learn more about your patients and what treatments might interest them. Collecting this information during the intake process means you can sync it to your PMS so it's stored for future communication.

Campaigns: Running compelling campaigns via email, text or direct mail is a powerful marketing tactic that can capture the attention of prospective patients. To promote your most profitable procedures, get creative. Utilize things like holidays, back-to-school promos, or even seasonal campaigns. As long as you're able to tie it back to the procedure you're promoting, campaigns can be fun and effective.

Email: Email is an extremely powerful channel for promoting messages to specific segments of your audience. It will allow you to tailor your message to your audience, and is generally a cost efficient way to communicate. Be sure to add in a special promo to your prospective patients so they have an incentive to follow your call to action, whether that be responding to the email, clicking a button, or filling out a form.