



Dental practice online marketing.

Straumann® Patient Pro.

The plus for your business.



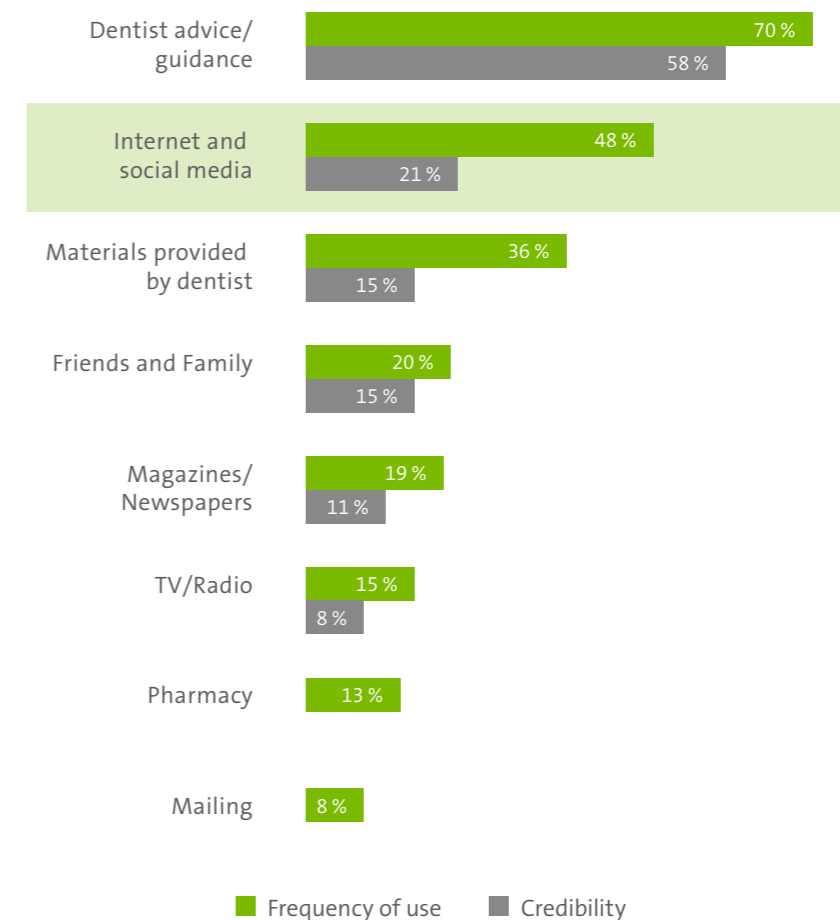
# Introduction

Almost 50% of patients seeking a dental implant treatment go online at some point in their decision making process<sup>1</sup>. It is essential that you can grab their attention during their patient journey.

Unfortunately the online world is ever evolving and it is hard to keep up; especially if your core competence is treating patients and you have very limited time to invest into marketing.

But don't worry; the elementary steps in the Straumann dental practice online marketing eBook will make sure that you follow the right path.

## PATIENT INFORMATION SOURCES.



1 a. Ipsos Mori (2011), Psychographics of Patients (US, DE), Straumann proprietary data  
b. Institute Riegl (2011), Survey Patient Satisfaction (CH, DE, FR, IT, ES)

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The Straumann dental practice online marketing eBook describes a world that is changing at a fast pace. Not all dental practices have the resources, time, or knowledge to deal with these topics.

Straumann therefore is pleased to offer dedicated online marketing services to its valued customers.

Go to [straumann.com/patientpro](https://straumann.com/patientpro) to learn more about how to acquire new patients online.

# Your Website

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Your website is the hub for all your online marketing activities. It's where people seeking a dental treatment are converting into your patients. Therefore, your website must be more than just a shiny business card. Let's start with a diagnosis of your current online footprint.

- ▶ **Web Analytics**
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To be able to define your current status you need to take a closer look into your web analytics (e.g. via Google Analytics).

This provides you with answers to questions such as:

- How much traffic/visits do you generate over time?
- Do you know where your website's visitors are coming from and which search terms they used to find it?
- Did they find you because they already know your practice and are therefore searching this name?

A well-performing website is found because it offers answers to questions regarding a specific problem, treatment or topic.

As a consequence, your website content needs to reflect the answers your potential patients are looking for – e.g. you are offering implant-borne treatments in “the patient’s town”.



# Your Website **Conversions**

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With the current state analysis you evaluate how to optimize your website to better serve your objective:

**Converting website visitors to become your future patients.**

Think of your potential patients as personas – a generalization of a patient’s needs combined with their demographics.

Each persona pursues a certain task on your website. Some are looking for general information; most will be looking for your address, a contact form or a page to schedule an appointment.

Your web analytics software is able to tell you if and how your website visitors are currently converting.

Make sure your new patient-personas can easily find what you want them to find by including the key search terms in your content.



## Your Website **Goals**

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To be able to effectively convert your website visitors into patients, you need to ensure they become active, providing you with measurable goals such as inquiries, appointments, downloads of your practice brochure or subscriptions to your monthly eNewsletter.

This will allow you to measure the Return-of-Investment (ROI) and steer your marketing activities accordingly.



# SEO

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SEO stands for Search Engine Optimization. It includes all measures affecting the visibility of your website in a search engine such as Google for certain keywords or phrases. There are basically two ways you can optimize your website: on-site and off-site.

- ▶ **On-site: Content and Code**
- ▶ **Off-site: Connections**







**Content:** every word, image and video on your website is indexed by search engines.

Make sure you use the right keywords in the right density in the right spots. This is easier than it sounds: For example, include the relevant keywords (e.g. “dental implant treatment” in your page titles and don’t use generic terms like “our services”).

Repeat these keywords in the body-text in a decent way matching the style of your content. Don’t overload the keywords as it will rather worsen your SEO.





**Code:** the easier search engines can access your website, the better your website will be ranked. You can facilitate this by giving your website a logic navigation structure and establishing links between related pages.

Furthermore, your website must have a responsive web design which makes it more accessible via mobile devices. By 2015 the mobile internet usage will have taken over fixed desktop access<sup>2</sup>. So if you don't want to miss out on your patients seeking information on the move – GO MOBILE!

Finally there are more hacks like optimizing meta-information, sitemaps, and speaking URLs. A good online marketing agency will know what to do.

<sup>2</sup> <http://www.itu.int/> ; <http://visual.ly/mobile-internet-taking-over-desktop-usage>





**Connections:** whereas on-site optimization accounts for a fraction of your SEO success, backlinks from other relevant websites and social media will boost your website's performance.

It is important that you establish online relationships with your referrers, dental associations, directories, municipal authorities, trade organizations, local media, and health blogs.

Give a link and take a link!



# SEM

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SEM stands for Search Engine Marketing. If you are trying to acquire new patients in a highly competitive online environment or if you want to accompany your SEO efforts with online advertising, SEM (Search Engine Marketing) may give you the right boost.

Be aware: choosing the right **keywords** and adequate **budget** as well as crafting a good **call to action** and a landing page that converts is a science in its own.

Again, look out for certified online marketing agencies that take that burden from you.



# Social Media

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Today, you are an online publisher! There is nothing between you and your new patients other than a search engine. In order to be found you need to tell the stories that differentiate you from all the other dental practices out there.

Social Media is where people and patients spend their online time, share stories or recommend products and services. Lure them to your blog or website to stay connected in a long-term relationship via a subscription, like, follow, or directly with an appointment at your practice.

- ▶ **Social Media Profiles**
- ▶ **Content Marketing**



## Social Media **Social Media Profiles**

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The blog on your website is the centerpiece of your social media activities. Your social media profiles like Facebook, Twitter, YouTube, and Google+ will amplify your content marketing episodes to guarantee an additional reach.

Make sure that your social profiles are well branded, up to date, include your address and phone number, opening hours, and link back to your blog and website.



# Social Media **Content Marketing**

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Publish your content marketing episodes on your blog by telling exciting, useful or entertaining stories.

How about you show off your expertise in dentistry, present your team and their skills, give oral hygiene tips, share interesting infographics, ask your patients to record testimonials, or simply explain pros and cons of various dental treatments in plain language.

Again, think of your patient-personas and what they might be interested in.

**In any case be sure to structure your approach with an editorial calendar throughout the year and stick to it!**



# Local Listings

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Create your business listing to ensure that patients searching for local dental practices find yours. Again, make sure that your listings are well branded, up to date, include your address and phone number, opening hours, and link back to your blog and website. Some listings allow your clients to express their opinions about your business with ratings and reviews.

Don't be afraid but proactively ask your patients to rate you. Make it easy for them by providing a direct link to the review section or even dedicate a tablet device in your practice's waiting room. Engage your satisfied patients to become on- or offline word-of-mouth ambassadors for your practices' excellent services.

- ▶ **Google My Business**
- ▶ **Dentist finder**





## Local Listings **Google My Business**

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This is most likely your most important listing. Google offers a unified platform to manage all your Google related listings on [google.com/business](https://google.com/business).

It connects you directly with patients, whether they're looking for you on Search, Maps or Google+. Don't miss this opportunity!

## Local Listings **Dentist finder**

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There are many dedicated online platforms for patients searching health care professionals like dentists. Do your research and find the platforms which matter most in your area. Some features may be charged at different pricing models. Evaluate cost versus benefits.



# eMail Marketing

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Once you have served some new and satisfied patients, be sure to ask them for their eMail address and their consent to receive messages from you (so called **opt-in**).

How about you create a monthly **eNewsletter** with the latest news from your practice, opening hours on holidays, online coupons for check-ups or other dental services you offer.

Don't hesitate to ask them to place a review on one of your local listings. There are a number of very good eMail marketing **tools** offering some basic features, which are exempt from charges.



# Recommendation

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Satisfied patients are your best advocates and hence can support you to acquire new ones. Motivating your patients to share their experience online (e.g. blogs, websites, eHealth platforms, and rating portals) can turn out to be very powerful. Video testimonials can also make a strong impression.

You can include them on your website or on your practice's own YouTube channel. There's never a better chance to ask your patients for a positive review while they are in your practice. Make it easy for them by providing a tablet device or notebook in your waiting room.

Maybe a patient's rating is worth a small give-away like a toothbrush or a mouthwash solution. In the end it's all about engaging your satisfied patients to spread the word about your excellent skills and services – be it online or offline.





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