

New Patients, Inc. Newsletter

Quick, Tested, Effective Ways to Promote Dentistry



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exclusively for dentists

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QR Codes - Part 3

Here's where it gets really, really fun. This edition of our e-newsletter is part 3 of a series, all related to QR codes. This is the last part of the section on QR codes. You now have your smart phone ready. You now understand that your market is the mobile web user. Last edition we gave you one example of how a dentist could use a QR code to promote their practice. In this edition, we throw our imagination at you!

A QR code on the wall in your reception area and your operatories to drive existing patients to your FaceBook page - where they can "like" you!

A QR code on your walkout statements so existing patients can go to your FaceBook page and "like" you when they get home.

A QR code on carefully selected referral brochures, driving all of your best patients to Google Reviews so they can brag about their visit and improve your website ranking.

A QR code on the back of the whole team's uniforms, driving traffic to your mobile site.

A QR code on the center field signage you pay for at the Little League fields.

A QR code on the sidewalk or wall signage right outside your suite so people visiting the other suites can learn about you.

A QR code on the local gym bulletin board.

A QR code on the back of coffee mugs that you give existing patients who work nearby your dental practice so they can introduce your practice to their co-workers/friends/family.

Are you thinking about how you might use QR codes to help promote your practice yet?

A QR code on your printed treatment plans that drives the patient or patient's spouse to a web video of you explaining the procedure (general overview of the procedure, not specific to them obviously).

A QR code in a bus, in a train, at a bus or train station - driving traffic to your mobile site.

A QR code on a mobile billboard you rent (if you don't practice in a downtown area, you won't understand this - if you do practice in a downtown area, your mind is racing right now!)

Obviously, we could go on and on. The point is, if you have a mobile website for your dental practice - QR codes can be used to drive mobile phone users to your practice mobile site, to your social media sites, or anywhere you want them to go. The possibilities are nearly limitless.

Got questions? Want to learn more? Think we're crazy?

You can reach Mark & Howie at:

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