

New Patients, Inc. Newsletter

Quick, Tested, Effective Ways to Promote Dentistry



The header features a textured, light-brown background. On the left is a portrait of Howie Horrocks, and on the right is a portrait of Mark Dilatash. In the center is a group photo of a diverse group of people, with the text "New patients ARE your future" arched above them. Below the group photo is the company logo "NEW PATIENTS, INC." in blue, followed by the tagline "The marketing firm exclusively for dentists" in a smaller font. Below that is the phone number "866-336-8237" and the website "www.newpatientsinc.com". At the bottom of the header, the text "Attracting quality patients to client dental practices since 1989" is written in a pink, italicized font.

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How to set-up for 2013

In the previous edition of this newsletter, we explained 5 solid reasons why 2013 may represent the beginning of a rebound period for dentistry.

In this installment of the newsletter, we will explain how to get everything set up properly for the coming new year.

First step - Marketing Asset Inventory

There are two staple "must haves" for every dentist when it comes to properly and effectively promoting dentistry, and ultimately being pleased with the return on your investment. Those staples are: A dominant internet presence in your market (properly arranged website with dominant positioning on search engines), and, a properly targeted, designed, and deployed direct mail campaign. Neither of these promotion outlets have a risk ratio to your marketing dollar greater than 4%. In other words, there is greater than 96% chance these two mediums will work in your market and will provide a robust return (if done properly of course).

If you do not possess either of these staples to promote your dental practice, you now know where a portion of your 2013 marketing budget should go. If you do possess one of these, but not the other - you now know your priority marketing project for 2013. If you DO possess both of these staples, read on.

Second step - Statistical Tracking

If you do not already have these, in 2013, commit to embedding a remote call forwarding telephone number into your mailer, your website, and into anything that consumes more than 10% of your annual marketing budget. These call tracking numbers record every call and drop the results into a reporting website for you to view/listen. As the CEO of your dental practice, this gives you the control you are looking for out of your marketing. Imagine you are home on a weekend and being able to visibly see every call and listen to every new patient inquiry that came into your practice last month. Imagine being able to see the inquiries that came in during office hours - that were never answered. Or, the inquiries that came in that took 15 seconds or more for your staff to answer. You spend GOOD MONEY promoting dentistry the right way. Spend a tiny bit of money to make certain that when

that phone rings - you and your team are doing everything they possibly can to convert that inquiry into a new patient appointment.

Third step - Leftover Budget

If you have enough budget in 2013 for a dominant mail campaign and a dominant internet strategy, and still have room in the budget for something else, your next moves (in order of risk) vary from market to market. If you dominate the internet and mail markets, there is a very good chance we are going to recommend exploiting the local print media market. But, we may recommend expanding the internet market by simply adding a mobile website. It depends what market you are in. If you are in say Seattle, New York City, Washington DC, Atlanta, Dallas, Chicago, or very near a big city with lots and lots of people - we are very likely to recommend a properly done mobile site. If your practice is more in the burbs to rural, it is very likely we would recommend allocating some money toward newspaper inserts.

Summary

Every year, you plan the following year's promotion. When you invest each year consistently (and do it properly), you end up with dominant positions in those mediums. Once you dominate a medium (like the internet or mail), continuing to dominate it requires LESS money over time. It requires far more money to initially establish a dominant position in a promotion medium, than it does to stay there. A classic example is the internet. Once you have a great website built and the initial SEO started - you won't have those promotion expenses next year.

If the mediums you already dominate are producing and the costs are dropping, you should have budget room in the coming year for additional promotions. Use that budget room to begin to establish dominance in the next medium.

Step by step by step, one promotion medium at a time. All tracked and reported back to you on a continual basis. The CEO (you) has total control.

How cool would that be?

As always, if we (NPI) don't handle your promotion for you, you can learn the most effective ways in our latest book. We also have 7 hours of online CE for you to learn from. Of course, if you'd like us to build you a marketing plan for your practice, at no cost or obligation to you, we can do that as well. Just click this link and share information about your dental practice. You will get your marketing plan emailed to you in 4 to 5 work days.

Got questions? Want to learn more?

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