

Dental advertising ideas that get results

1. Take advantage of keyword opportunities

Search results listed on the first page of Google get 95% of all web traffic. With that in mind, you should be hyper focused on strategies that move your practice onto that first page. To do that, you need to become a pro at keyword research.

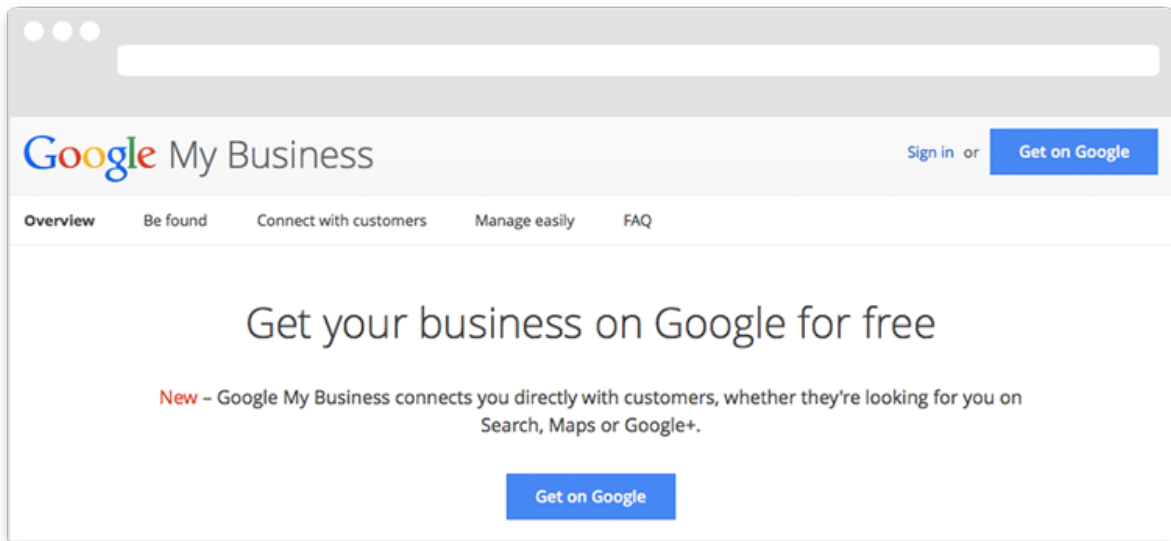
The mistake many dentists make with keyword research is sticking to the basics. Of course you want to rank for keywords like “dentist,” but don’t stop here. Think about what unique value you offer and how that can help diversify your keyword list.

For example, there are often great keyword ranking opportunities for dentists who offer:

- Emergency services
- New patient specials
- Evening and weekend hours
- Financing options

Don’t know anything about keyword research or what to do after you’ve identified a keyword opportunity? There are experts that can help you with that.

2. Focus on local SEO



There's obviously no point in ranking highly for keywords if the people finding your site aren't even located in your city. That's where a local SEO advertising strategy comes in.

This advertising strategy optimizes your online presence with the goal of attracting local patients at the exact time they're looking for a dentist online. Local SEO varies from what many traditionally think of as SEO, and involves a variety of tactics:

- Claiming your Google My Business account and **adding your practice to Google Maps**
- Making sure your practice is listed on citation sites and online business directories
- Managing reviews by responding to positive reviews and requesting removal of reviews that don't meet Google's guidelines
- Building relevant and high-quality links to your site from other websites (called backlinks)

3. Run Google Ads campaigns

Google Ads are a powerful advertising tool. This strategy gets your practice in front of patients who are ready to schedule an appointment now. Google Ads offers **a variety of advertising tactics** including:

- Ads that appear within Google search when someone searches for certain keywords
- Ads that help you re-engage people who've previously visited your site

Of course, there's a lot more to it than that. Setting up effective campaigns takes time, skill, and experience knowing what works and what doesn't. Work with a PPC expert to maximize your budget and get the best results.

TIPS FOR WRITING COMPELLING GOOGLE ADS COPY

- Leverage keywords when possible
- Be specific and truthful
- Speak to an emotion, problem, benefit, or solution
- Include a call to action

Ask yourself:

- Why would I click on this ad?
- Does this make sense or is it just a bunch of keywords stuck together?
- Does my landing page reflect the promise set in the ad?

SEE IT IN ACTION! 5 EXAMPLES OF GREAT DENTAL ADS

Corvallis Dentist Near You | Open & Accepting
Appointments | Less Than 6-Miles Away

 timberhilldental.com/new-patients

High-Tech and High-Touch. Expert Dental Care with Spa-
Like Comfort. Call Today! 124 Five-Star Reviews.

Welcoming New Patients. Insurance coverage: Delta
Dental, ODS, Aetna, Blue Cross Blue Shield

Porcelain Dental Crowns Reno | Durable, Beautiful & Natural



Ad contact.damoneranchdentalcare.com/crowns

Restore Your Smile. White Crowns Look Great & Function Just Like Normal Teeth. Repair Your Smile with Durable Porcelain and White Crowns. Custom Crafted Just for You. No Insurance, No Problem. 0% Interest Payment Plan. AD...

Chicago Sleep Apnea Treatment | Snoring Therapy That Works



Ad choicesindentistry.com/sleep-apnea

Snoring Is A Warning Sign. Don't Ignore It. Our Sleep Apnea Dentist Can Help. Call Today. Stop Snoring Fast. Treat Sleep Apnea Without a CPAP Machine or Painful Surgery.

Walk-In Patients Welcome | Local Emergency Dentist | Receive Same-Day Care



Ad www.altadentistry.com/emergencies

We Treat Toothaches, Fix Broken Teeth & More. See a Dentist & Feel Better Fast! See How Far Dentistry Has Come. Be Amazed At The Results We Can Achieve.

We Repair and Replace Teeth | No Referral Needed. Call Today



Ad advanceddentistrypdx.com/prosthodontics

Restorative Dental Services. Fix and Replace Your Teeth with Custom Dental Prosthetics. Award-Winning Prosthodontists. Harvard-Trained, Portland Perfected. Revitalize Your Smile.

Corvallis Dentist Near You | Open & Accepting Appointments | Less Than 6-Miles Away



Ad timberhilldental.com/new-patients

High-Tech and High-Touch. Expert Dental Care with Spa-Like Comfort. Call Today! 124 Five-Star Reviews. Welcoming New Patients. Insurance coverage: Delta Dental, ODS, Aetna, Blue Cross Blue Shield

4. Test different display ad sizes

There are over 10 Google Ads display ad sizes and dimensions. Not only that, but ad sizes often result in click-through rates and therefore different prices.

You'll need to test a few campaigns to see which sizes and designs give you the best results. For example, if you don't want to spend a lot of money, a smaller ad size might be best. However, compare this to a larger display ad dimension that may cost more but will likely get a higher click-through rate.

As you're creating the messaging for your display ads, refer back to the tips we described for writing Google Ads copy. However, there are a few other things to keep in mind:

- Keep copy short and to the point
- Use your brand's colors
- Choose engaging images
- Always include a call-to-action

See how The Winning Smile Dental Group promotes 1 message in 5 different display ad sizes:



Make an
appointment &
we'll donate \$5

[Schedule Now](#)



Make an appointment &
we'll donate \$5.

[Learn More](#)



Your Smile
Makes a
Difference

We donate \$5 on behalf of
every new patient. We're
committed to improving
your smile and our
community.

[Make Appointment](#)



Committed to
improving your
smile and
our community.

[Make Appointment](#)



5. Create social remarketing campaigns

Facebook is one of the most popular platforms for running remarketing campaigns for dentists.

Remarketing ads are the best way to reach out to patients who you already have an existing relationship with. This could be a current patient you're hoping to bring back in for a checkup or someone who's visited your site in the past but never converted.



3 TIPS FOR FACEBOOK AD SUCCESS

1. **Choose original images.** Whenever possible, use your own photos to help familiarize potential patients with your brand. Try a casual headshot, images of dentists and staff, or pictures of your staff engaging with patients.
2. **Include 2 calls-to-action.** Once with a button and once in the copy. Why? People viewing your ad will see the image first, headline second, and copy third. You want the last thing someone sees to lead them to the next step.

3. **Show the benefit.** Appeal to your audience! For example, do you offer a free consultation? A new patient special? Some other special offer? Let them know.

Hannah Moen, Facebook Ads & Paid Advertising Specialist

See it in action! 4 examples of effective dental
Facebook Ads

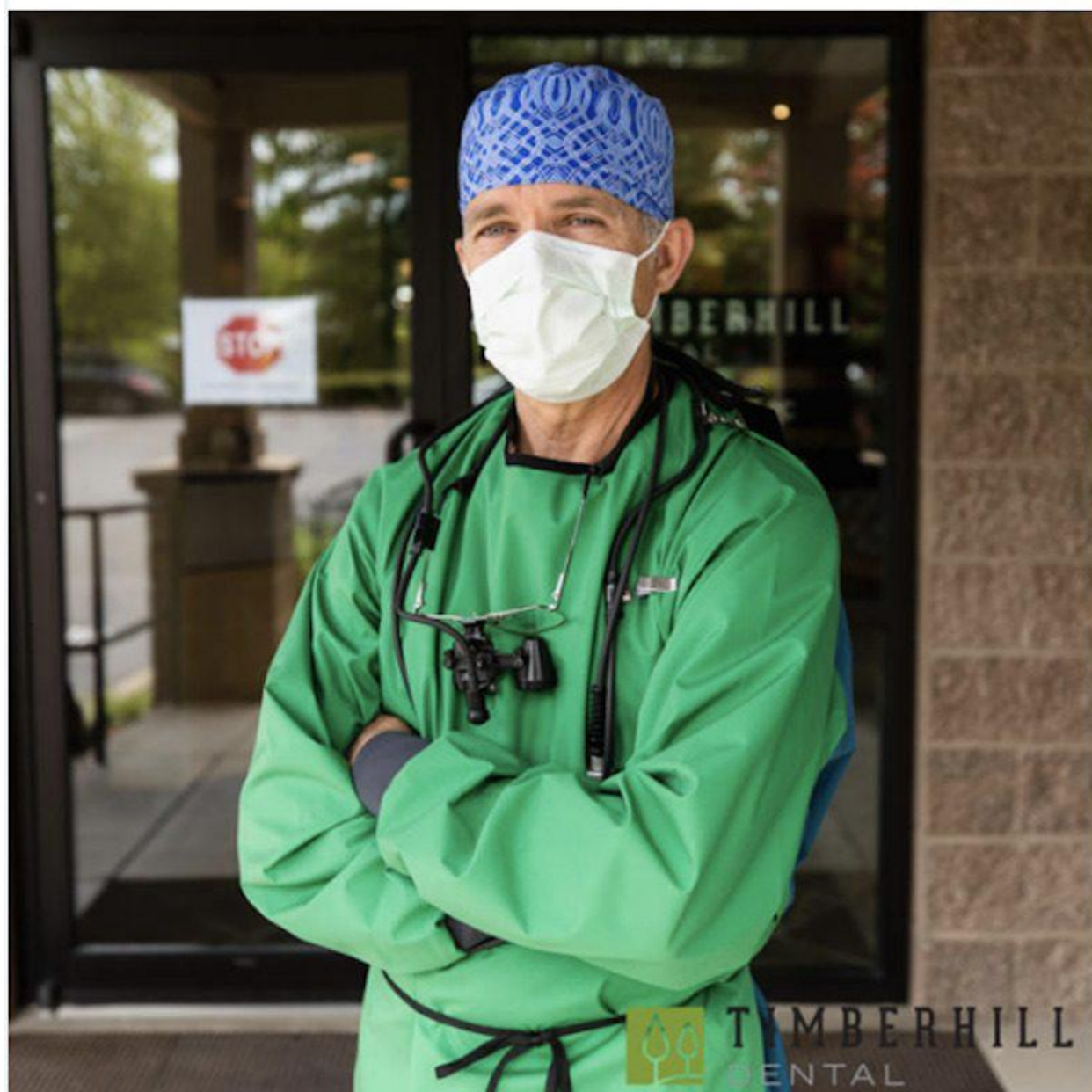


Timberhill Dental

Sponsored ·



We are now open and providing elective dental care. We're excited to be serving our patients — and most importantly, doing so safely.



[TIMBERHILLDENTAL.COM](https://timberhilldental.com)

Now Open to All Patients

[LEARN MORE](#)

This ad highlights new safety measures in response to COVID-19 and features an image of the dentist in PPE.

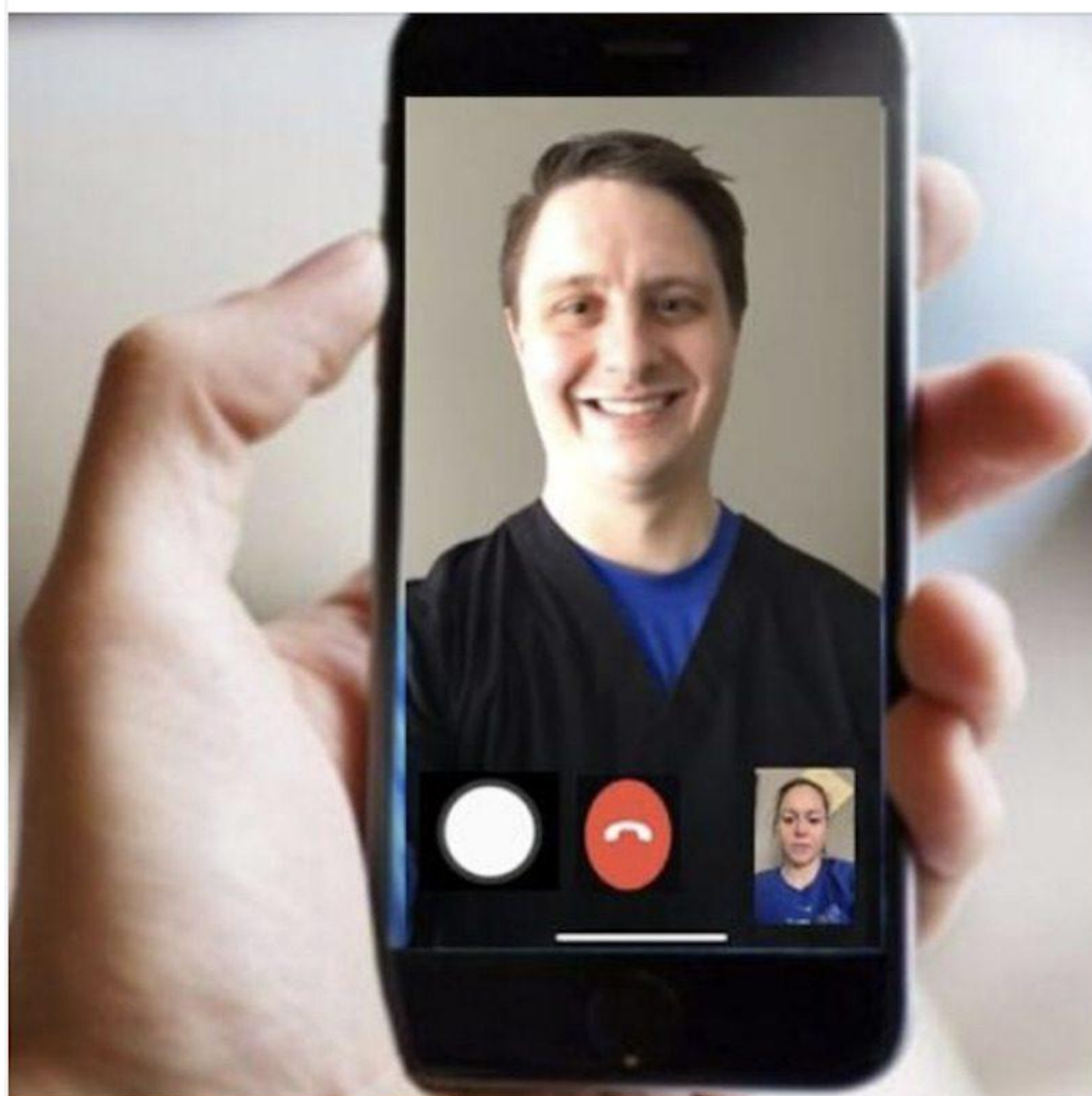


Cedar Village Dentistry

Sponsored · 🌐



Online assessments & diagnoses from our expert dentist via your home. Virtual, as well as in-office, appointments available today.



CEDARVILLAGEDENTISTRY.COM

Open To All New Patients

Clinical Appointments and Cleanings

LEARN MORE

Another COVID-19 response ad. This ad highlights the practice's virtual appointment services.

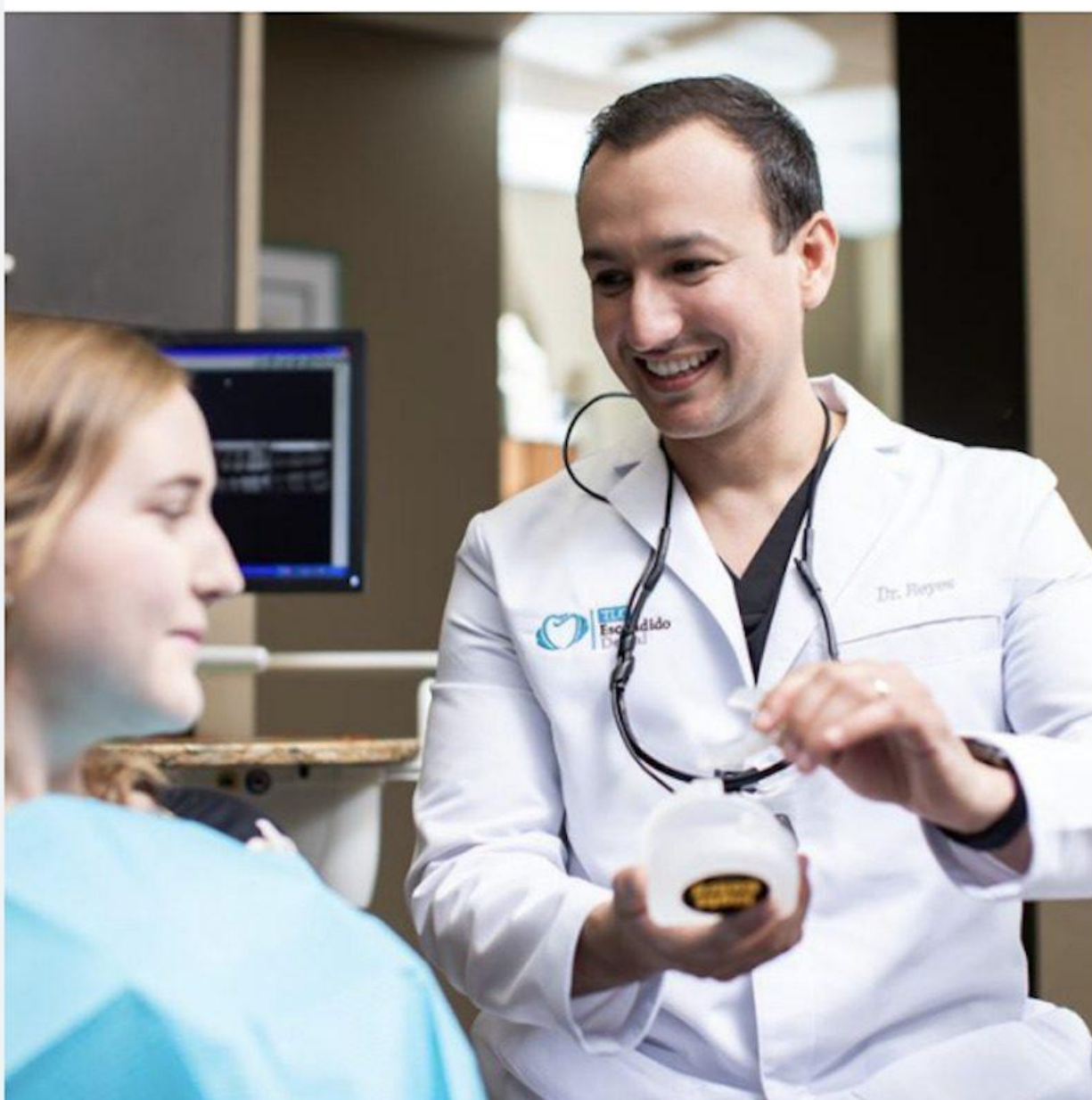


TLC Escondido Dental

Sponsored · 🌐



Gentle treatments & friendly dentists. We are always welcoming new patients. Learn more about our personalized, no-pressure approach.



[TLCESCONDIDODENTAL.COM](https://tlcescondidodental.com)

**Free Second Opinions — Free
Implant Consultations**

[LEARN MORE](#)

This ad does a great job of showcasing one of the benefits they offer — free second opinions!



Bridgetown Dental



Sponsored ·

We offer comprehensive general, cosmetic, and preventative family dental services. Come experience the Bridgetown Dental difference.



BRIDGETOWNDENTAL.COM

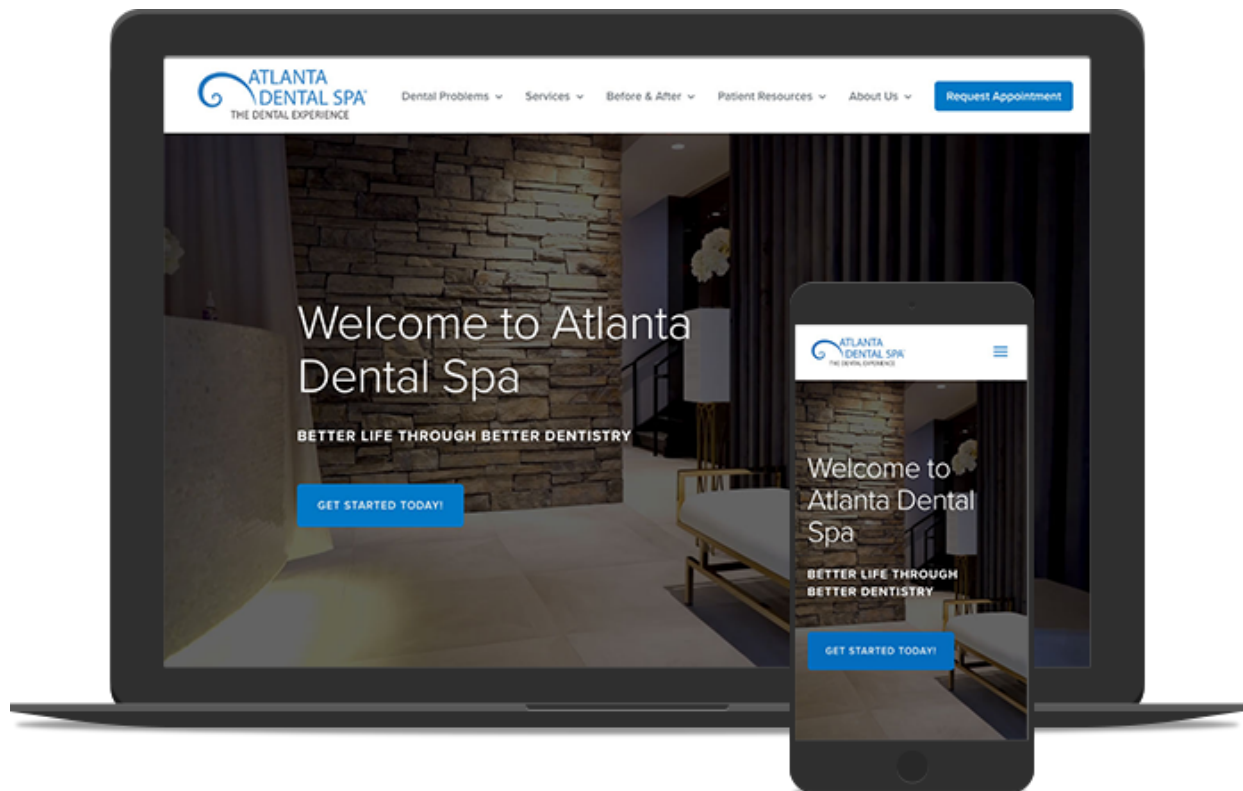
Now Open to All Routine Care

Appointments Available (503) 28

LEARN MORE

This is a general brand awareness ad with the goal of being informative and describing service offerings.

6. Design a user-friendly website



So many dentists don't give their website the attention it deserves — especially considering it's one of their biggest forms of advertising! Your website is your chance to showcase your practice and provide the information your patients (and potential patients) are looking for. Mess this up, and you risk losing out on countless new patients. Worse, it undermines all your other advertising tactics.

Make sure you understand **what patients are looking for in a dentist's website** and then audit your site to see how well it's meeting those needs. Is it time to redesign your website?

7. Drive rankings and traffic through content marketing

Website copy is the backbone of your online advertising strategy. The content on your site helps you rank higher in search engines, communicates what makes your business unique, and encourages visitors to take action.

Content marketing strategies, like keyword-optimized web pages, FAQ pages, blog posts, newsletters, and more will help increase your search engine rankings and send more traffic to your site.

No cutting corners! Using **copy-and-paste content** on your website causes your rankings to suffer and leads to a poor user experience on your website.

8. Attract new patients with glowing reviews



Good reviews (and lots of them) are one of the best advertising tactics for dentists! Not only do good reviews help you rank higher in local searches, they also build trust and credibility.

But don't just hope for the best — you need to actively encourage your patients to leave reviews. The easiest way to do this is through a reputation management software, like BirdEye or Podium.

More ideas! 3 worthwhile **offline** dental advertising tactics to try

9. Direct mail

The old-school method of mailing physical flyers and leaflets to community residents can be useful — especially in smaller towns and cities. After all, one study shows **81% of people read or scan their mail daily**. However, because this method allows for less targeting options, and larger up-front costs, than an online ad campaign, you should carefully consider your return on investment.

10. Outdoor & transit ads

In smaller cities, billboards, bus ads, elevator ads, and other outdoor signage can be an interesting opportunity. This type of advertising strategy can be beneficial as a long-term awareness campaign (most billboards require a 3-12 month commitment). This strategy also offers one of the lowest 'cost per thousand' rates in advertising. Whether or not it results in a high ROI, though, is a gamble.

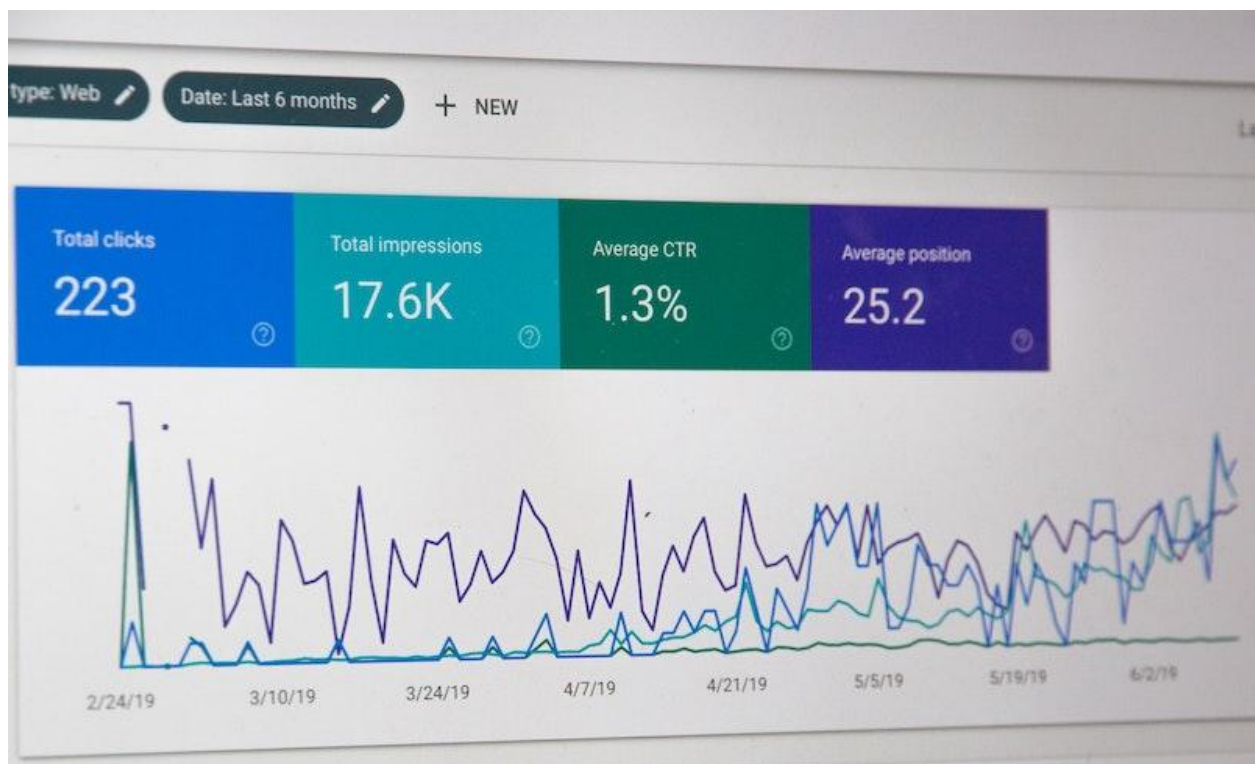
11. Community involvement

This is our favorite offline dental advertising tactic, and we highly recommend taking advantage of it. Getting involved in your community

— whether it's sponsoring or attending events, raising money for local causes, donating time, or something else — can be very beneficial. It gives you the opportunity to build relationships in person and engage in some word-of-mouth and direct marketing.

Just make sure to establish **a social media presence** where you can continue to engage with the community and build your brand after an event has ended.

Bonus: A few general advertising tips



- **Always be tracking.** A smart dental advertising strategy always includes tracking and measuring results. If you aren't doing this, you won't know what's working or what needs to be adjusted.

- **Know your value.** What's compelling about what you offer? What makes you different from any of the hundreds of other dentists in your city? Know what makes you unique and use it within your advertising.
- **Take an integrated approach.** Focusing all your time and attention on just one part of the equation won't get you the results you want. To be successful, **you need to take an integrated approach.**
- **Work with an expert.** You should have someone on your team dedicated to managing your advertising strategy. If you don't have the skills in-house, work with an agency that specializes in dental marketing and has the experience to get you results.