

The **5** Big Dental Patient Marketing Challenges of **2021**

1. Heightened competition

2. The rise of DSOs

3. Decline of traditional advertising

4. Increase in fly-by-night online dental marketing agencies

5. COVID-19 pandemic

Source: delmain

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How To Overcome the Challenges

1. Create a mobile-first website design

Creating a mobile-friendly website has a lot to do with the design platform your website is built on. The best dental websites are built with WordPress.



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2. Make sure your website passes the grunt test

Try it yourself:

- Open your website on your laptop — or even better, on your phone
- Show it to someone who's never seen it before for 5 seconds
- Ask them what you do

3. Adopt the StoryBrand framework

1. A hero who wants something and ...
2. Encounters a problem (villain) before they can get it
3. A guide steps into their lives...
4. Who gives the hero a plan...
5. And calls them to action
6. That action helps the hero avoid failure...
7. And ends in success

4. Original, keyword-optimized content

2 costly mistakes repeated over and over again:

1. Copy and paste content

If Google visits your website and finds copy that's nearly identical to another site, you'll be penalized. Be original — no copy and pasting from other sites. Learn more about copy and paste content.

2. No keyword research

You must tailor your website's content to relevant keywords to help potential patients find your website. But too many keywords can have the opposite effect on your rankings. Strike a balance. New to keyword research? Read our guide on how to get started.

5. Create a local SEO strategy

Local SEO includes the following 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 (like ZocDoc and Yelp)
- Responding to positive reviews and requesting removal of reviews that don't meet Google's guidelines (more on this soon!)
- Building High-quality links to your site from other relevant websites (called backlinks)

6. Run strategic & well-organized PPC campaigns

PPC (pay-per-click) ads are a powerful advertising tool and are only growing more important as the market shifts. A Google Ads campaign is a great place to start and offers a variety of PPC options to choose from:

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 (called remarketing campaigns)



7. Online reviews

Consider these stats:

-90% of dental patients consult reviews before booking an appointment

-70% of patients say reviews are as important as a dentist's credentials

-84% of people trust reviews as much as a personal recommendation

-When someone sees a positive review of your practice, they are 58% more likely to convert

8. Invest in videography & photography

Conversely, a website or social media accounts with non-original images and videos often hurt your marketing efforts by...

-Turning away potential clients

-Looking sloppy and hurting your brand

-Slowing down your site

-Hurting your SEO efforts

9. Consider adding virtual services

This low cost, high return service is convenient for patients and gives you a competitive advantage over practices who aren't adopting teledentistry options. A few best practices for implementing virtual services:

1. Choose the right platform for your industry
2. Create easy scheduling
3. Iron out the details
4. Promote your virtual appointments
5. Track results and feedback

10. Offer online booking to patients

Has your practice invested in online dental scheduling software?

Recent research shows that over 50% of people are still making appointments over the phone. However, 31% would seriously consider switching dentists if that provider offered online appointment booking.

If a patient calls and gets your voicemail, or sends in a contact form submission and doesn't get an immediate response, they may keep looking for a new dentist. This is especially true for those who are in a hurry to get an appointment.