



6

**Sample
Marketing
Plans**

For your Dental Practice

Marketing for a dental practice can be overwhelming. You have a limited budget and very limited time. On top of that, there are so many marketing activities out there: Email, Direct Mail, Social Media, Review Sites, SEO, SEM, Billboards, Flyers, Trifolds, Events, and countless others.

“Which ones are the right ones for my practice? How often should I do these things to have any impact on the growth of my practice?”

These are great questions that we will help you figure out in this eBook. Establishing business goals, figuring out how much time and money you actually available, and then creating a marketing plan to meet those goals will help us do it.



Let's Get
Started

This guide contains 6 sample marketing plans for 6 different time/budget/growth factors. Find one that is close to your business and use it as a guide to build your plan. Remember, marketing is an investment in your company and takes consistent hard work. However, if you stick to a plan, you will see the results you want. Your marketing plan will evolve over time as your goals and situations change. You should refer back to this book and update it periodically as you start engaging in more marketing activities and measuring your results.

No dental practice are the same, and their marketing plans should be unique as well. The samples in this book are simply starting points. You should adapt whichever one you choose to your own needs, constraints, and goals. These are the same questions and the same starting points we use we use for our clients.

ARE YOU A NEW BUSINESS?

If you are a young practice just starting out, you need to determine how much time and budget you can invest in your marketing.

● *"I have a lot of time, but no budget."*

PLAN 1

● *"I have a little bit of time and budget."*

PLAN 2

● *"I have a lot of time and budget."*

PLAN 3

ARE YOU AN ESTABLISHED BUSINESS?

If you are an established business, you need to determine what marketing goals are realistic for your business.

● *"I'd like to get started with marketing."*

PLAN 4

● *"I want to supplement my steady growth."*

PLAN 5

● *"I'm ready to grow aggressively."*

PLAN 6

Find the plan that is the best starting point for your business and modify it to make it your own.



For a New Business with

LOT'S OF TIME, BUT NO BUDGET

Goal: Launch and Grow with Minimal Spend

TOP 3 TO-DO'S

- Set up tracking
- Establish Digital Foundation
- Initiate Engagement



TRACKING

Put tracking in place for you new marketing activities

- Eliminate public facing email addresses and replace with contact forms on your website. Install Facebook Pixel and Google Analytics.



DIGITAL FOUNDATION

Establish an online presence

- Submit online directory listings
- Launch a website
- Start a blog
- Create accounts for Facebook, Twitter, Instagram, LinkedIn

- Eliminate public facing email addresses



SOCIAL MEDIA

Build an audience and perform market research

- Observe target audience and industry leaders on social media to familiarize and learn
- Post twice daily, engage with followers, join and participate in local and industry groups
- Use local and industry hashtags to increase your reach



SEARCH ENGINE OPTIMIZATION

Optimize website to improve organic search rankings

- Identify keywords for relevancy and traffic
- Add keywords to site content, headings, image tags, and metadata
- Post to blog twice a week for site traffic



PROMOTION

Drive traffic and awareness to generate new leads

- Start an email newsletter with updates, products, and tips.
- Identify and establish relationships with partners and complementary businesses with whom you can cross promote
- Host an open house where interested people can stop in, learn about your business, and sign up for your email list
- Attend 3 community events per month

- Submit accurate, complete, and consistent online listings



For a New Business with

A LITTLE BIT OF TIME AND BUDGET

Goal: Launch and Grow with Small Spend

TOP 3 TO-DO'S

- Enhance tracking
- Increase online presence
- Generate leads



TRACKING

Use tracking of new and existing marketing to determine what is and is not effective

- Eliminate public facing email addresses and replace with contact forms on your website. Install Facebook Pixel and Google Analytics.
- Eliminate direct phone lines, and replace with tracked lines to know where callers are seeing your number



DIGITAL FOUNDATION

Increase and enhance your online presence

- Submit online directory listings
- Launch a website
- Start a blog
- Create a Facebook business page, Twitter account, and Instagram account.



SOCIAL MEDIA

Use social media to enhance engagement and brand awareness

- Post 1x daily to Facebook, Twitter, and Instagram
- Offer discounts and coupons for customers who like your page or follow your accounts.
- Create and start using a custom company hashtag
- Post pictures of company culture



SEARCH ENGINE OPTIMIZATION

Optimize website to improve organic search rankings

- Put keywords into site content, headings, photo tags, and metadata
- Post to blog twice a month



LEAD GENERATION

Generate prospective customers online and off

- Reach out to partners or complimentary businesses with whom you can cross promote (2 per month).
- Start using AdWords with a modest budget to drive targeted traffic to your site.
- Host a local event, promote social media accounts and collect email sign-ups.

- Use your company culture to increase brand awareness



For a New Business with

A LOT OF TIME AND BUDGET

Goal: Launch and Grow Aggressively with High Spend

TOP 3 TO-DO'S

- ☐ Set up tracking
- ☐ Drive website traffic
- ☐ Convert leads



TRACKING

Enhance the tracking of existing marketing to better determine what is and is not effective

- Begin using Contact Us (web forms) and tracked phone lines to monitor the performance of your offline and online marketing. Install Facebook Pixel and Google Analytics.
- Eliminate public facing email addresses and direct phone lines



DIGITAL FOUNDATION

Establish a comprehensive online presence, become an online resource

- Submit online directory listings
- Start a blog
- Actively post to Facebook, Twitter, Instagram, Google+, LinkedIn, and Snapchat
- Add a promotional video to your homepage, upload it to YouTube, and promote it on social media channels.



SOCIAL MEDIA

Establish regular communication to maximize repeat and referral business

- Post 2x daily, engage with followers
- Promote offers, products, and blog posts
- Run a social media contest/giveaway
- Start engaging with micro-influencers
- Use hashtags to expand your reach



SEARCH ENGINE OPTIMIZATION

Optimize website to improve organic search rankings

- Add relevant keywords to site content, headings, tags, and metadata
- Post to blog twice a week
- Obtain high quality backlinks to your website (one per week)



CONVERSIONS

Increase the number of leads who become customers

- Run a Google Ads campaign with significant budget to increase the number of relevant visitors to your site
- Include a prominent call to action (CTA) on every page of your website
- Offer free trials, discounts for initial signups, and time limited sales
- Create unique landing pages for products and promotions



PROMOTIONS

- Run a targeted and tracked email campaign
- Run a direct mail campaign with promotional postcards
- Partner with local or complimentary businesses to run a promotion or sale
- Host an event, hand out branded merch in exchange for signing up for your email list



For an Established Business

LOOKING TO START MARKETING

Goal: Start Marketing and Grow Leads

TOP 3 TO-DO'S

- Track marketing
- Build online presence
- Generate leads



TRACKING

Apply tracking to you existing marketing activities

- Eliminate public facing email addresses and replace with contact forms on your website. Install Facebook Pixel and Google Analytics.
- Replace direct phone line with unique tracked phone lines for each marketing channel



DIGITAL FOUNDATION

Establish a comprehensive online presence, become an online resource

- Review and update listings on Google My Business, Yelp, and Bing Local with accurate, complete, and consistent information
- Start a blog
- Create accounts on Facebook, Twitter, and Instagram

- Use tracked phone lines to see how people are finding you



ENGAGEMENT

Establish regular communication with existing customers

- Start a monthly email newsletter with news, offers, and new products or services
- Use social media to build a fan base. Engage with and inform customers and followers daily to build relationships and stay top of mind
- Create rewards or promotions for repeat or referral business



SEARCH ENGINE OPTIMIZATION

Optimize website to improve organic search rankings

- Add relevant keywords to site content, headings, tags, and metadata
- Post to blog once a week



PROMOTION

Get more interested people to learn about your business

- Promote social media accounts on printed postcards
- Partner with a neighboring business to host a community event
- Include a prominent call to action (CTA) on every page of your website

- Focus on engaging existing customers and building a fan base



For an Established Business

LOOKING TO STEADILY GROW

Goal: Steadily Grow with Modest Spend

TOP 3 TO-DO'S

- ☐ Set up tracking
- ☐ Clean up online presence
- ☐ Generate leads



ENHANCE MARKETING TRACKING

Start tracking marketing activities to identify what is most effective

- Eliminate public facing email addresses and replace with contact forms on your website. Install Facebook Pixel and Google Analytics.
- Replace direct phone line with unique tracked phone lines for each marketing channel



DIGITAL FOUNDATION

Establish a comprehensive online presence

- Review and update listings on Google My Business, Yelp, and Bing Local with accurate, complete, and consistent information
 - Start a blog
 - Create accounts on Facebook, Twitter, and Instagram
- Build online reviews on Yelp and Google



INCREASE ENGAGEMENT

Communicate regularly with past, present, and potential customers

- Start an email newsletter and encourage signups on social media and website
- Promote blog posts across social media and in email newsletters
- Use social media to express company culture
- Reach out to customers and followers daily with engaging and informative posts, encourage them to use your hashtag and share your posts



SEARCH ENGINE OPTIMIZATION

Optimize website to improve organic search rankings

- Add relevant keywords to site content, headings, tags, and metadata
- Post to blog twice a week
- Start building backlinks to your site



GENERATE LEADS

Get more people to find and engage with your business

- Use Google Ads with a modest budget to get more relevant website visitors
 - Place at least one relevant call to action on every page of your website
 - Create free eBooks and guides, and offer in exchange for contact information
 - Run a sale, promote on social media and printed postcards
 - Run a social media contest
 - Partner with a neighboring business to host a community event
- Offer free content in exchange for contact information



For an Established Business

LOOKING TO GROW AGGRESSIVELY

Goal: Aggressively Grow with Significant Spend

TOP 3 TO-DO'S

- Track marketing
- Improve online visibility
- Increase conversions



ENHANCE MARKETING TRACKING

Track existing and new marketing activities to identify what is most effective

- Eliminate public facing email addresses and replace with contact forms on your website. Install Facebook Pixel and Google Analytics.
- Replace direct phone line with unique tracked phone lines for each marketing channel



DIGITAL FOUNDATION

Establish a comprehensive online presence

- Review and update listings on Google My Business, Yelp, and Bing Local with accurate, complete, and consistent information
- Start a blog
- Create accounts on Facebook, Twitter, Instagram, LinkedIn, Google+, Pinterest, and Snapchat
- Build online reviews on Yelp and Google
- Add testimonials and case studies to your website



ENGAGEMENT

Establish regular communication with past, present, and potential customers

- Start an email newsletter and encourage signups on social media and website
- Post daily to social media with engaging and informative content
- Use social media to express company culture
- Share micro-influencers' posts, reach out to them on their preferred platform



SEARCH ENGINE OPTIMIZATION

Optimize website to improve organic search rankings

- Add relevant keywords to site content, headings, tags, and metadata
- Post to blog 2-3 times a week
- Obtain high-quality backlinks to your site



GENERATE LEADS

Increase the number of visitors who convert to a lead

- Promote blog posts with social media and email newsletters
- Run contests or giveaways, promote sales on social media
- Add calls to action to every page of your website
- Run an email campaign offering valuable content in exchange for contact info
- Offer free trials, discounts for initial signups, and time limited sales
- Host community, industry, or networking events with a place to sign up for your email list



CONVERSION

Increase the number of leads who become customers

- Run a Google Ads campaign with significant budget to increase the number of relevant visitors to your site
- Include 1 CTA on every page that is relevant to that page's content
- Create unique landing pages for all products and promotions
- Partner with a complimentary business and cross promote with a sale



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Help You!**

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