

CREATING YOUR YEARLONG MARKETING CALENDAR

DON'T LET ANOTHER YEAR GO BY WITHOUT A
PLAN FOR SUCCESS

It All Starts With A PLAN TO SUCCEED

2018 IS ALL ABOUT DIFFERENTIATION



Start From The Beginning...

- Before the first ad is placed
- Before the the first contest is over
- YOU NEED A PLAN
- JCO Journal re: Practice Promotion Plan
 - practice increased by 20 plus cases for those using a plan
 - less than a third of orthodontic practices have a plan in place



CREATING AN UNFORGETTABLE ORTHODONTIC EXPERIENCE

- If you build it they will come (not in all cases... you have to tell them about it too)
- Your patients deserve the best doctor, the best outcome **and** the best experience.
- 2018 is about **Differentiation and Customer Service.**

WHO ARE YOU. WHO ARE YOUR PATIENTS. **WHY YOU?**

- These are the first questions we ask.
 - How old is the practice
 - What percentage of kids vs adults
 - What do you have on the books already
 - What has worked in the past and how can we keep that and embellish on it

ANSWERS REVEAL A LOT

- New Practice - lots of external ads
- Established Practice - more internal, referral and some external ads
- Mostly kids - More online ads, community interaction, social ads and referrals from friends/docs. Big images, less content.
- Mostly Adults - More invisalign ads, online ads, social media ads, ask for referrals, more shoppers.

Types Of Marketing For Orthodontists

Internal Marketing

Marketing to your existing patient base

External Marketing

Marketing to new potential patients in your area

Referral Marketing

Marketing to GP's and other professional referrers

Your Plan

- Use a calendar
- Use Excel
- Try online - MarketingMate
- Any way you do it, just make it work for you and your team



INTERNAL MARKETING

Marketing To Your Current Patients

Internal Strategies

- Create a consistent brand for your office
- Train staff on marketing (everyone needs it)
- TC Training (sales and conversions)
- Talk about phone inquiries
- Handling chat inquiries
- Track. Track, Track
- Ask for referrals (Hard to do, big payoff)
- Consistent contact with all patients (especially consults not started) with contests, newsletters (emailed), community involvement, etc
- Add interest with posters, video, before and after books, powerpoint and more

Train TC And Front Office Staff

- Train everyone on your brand
- Train all to answer and convert inquiry calls (seems simple, its the first contact people have)
- Make sure you track every new patient call
- Train for higher conversions with sales training for TCs
- Chat handling is new and if you do it internally, know how
- Follow up consistently (we are all busy)

Start Your plan

Start With The Easy Stuff

- Contests games and fun to the practice
- 6 games/contests per year - integrate facebook, instagram, website, snap chat & other social as possible
- 1 patient party
- Rewards for Hygiene, Brackets intact and more
- Wooden Nickels/Brace Bucks/Online services



Care To Share Program

BOSCHKEN ORTHODONTICS

The trust you have demonstrated by selecting our practice and your referral of others is sincerely appreciated. To express our appreciation, our "care to share" referral program is designed to both thank you, our current patients, and to help your friends and family members learn more about our practice.

What is Care to Share

Many of you refer people to our office every day and we wanted to show our appreciation by developing this special program. Please consider passing along one of our Care to Share cards to friends or family members so that they can join our growing family practice.

Here's how it works

Your friend or family member will receive a **Free Initial Consultation** and **\$250 off Invisalign** if they decide to start treatment. We will address any questions or concerns your friend has and perform a complete orthodontic exam for absolutely no charge.

Please place your name on the care to share card and pass it along to friends who may be interested in Invisalign. Ask them to call and set an appointment and tell them to **be sure to bring the card with them for their visit so that we will know to thank you in a very special way.**



The friend who gave you this card wants to **SHARE A SMILE!** Your friend has cared enough to share the benefits of our office with you.

Please present this certificate at your exam for a **NO CHARGE** initial consultation, and we'll give you **\$250 off** when you start Invisalign® Treatment at our office.

Referring Patient _____
has shared-a-smile with _____

We believe that once you visit the orthodontic office of Dr. Boschken you will want to **SHARE A SMILE** too!



The friend who gave you this card wants to **SHARE-A-SMILE!** Your friend has cared enough to share the benefits of our office with you.

Please present this certificate at your exam for a **NO CHARGE** initial consultation, and we'll give you **\$250 off** when you start Invisalign® Treatment at our office.

Referring Patient _____
has shared-a-smile with _____

We believe that once you visit the orthodontic office of Dr. Boschken you will want to **SHARE A SMILE** too!



Ask For Referrals And Reviews Daily

- Ask happy patients
- Ask those who are finished/starting
- Ask those who express joy at their treatment



#1 FIRST IMPRESSIONS HAVE CHANGED

- NO longer just the phone
 - Now... reviews online are the first place people look
- 

REPUTATION EFFECT

“People will forget what you said, they'll forget what you did, but they'll never forget how you made them feel.” - Maya Angelou

Satisfied patients are **not motivated enough** to share their stories

Unsatisfied patients are **7 times more willing** to share their experience.

The Social Connection

Social media isn't...

- A One way conversation
- A sales tool
- A place to push corporate marketing

Social Media is...

- A place to share and create contagious multi media content that engages prospects and patients
- A place to create community and share experiences.
- A place to build your “tribe”

INCREASING SOCIAL INTERACTIONS AND FANS

Create and update all social media

The screenshot shows the Twitter profile page for 'big dog' (@practicereivr). The profile banner features a cartoon dog head and the text 'Triple your online presence in 10 minutes a day! Building your practice through social media, reviews and listings'. The profile bio states: 'Creating an easy way for practices to link all of their social media and reviews in one easy to access dashboard.' The profile statistics are: Tweets 79, Following 12, Followers 11, Likes 11, Lists 0, and Moments 1. The 'Edit profile' button is highlighted with a blue arrow. The main content area shows three tweets, including one about National Breast Cancer Awareness Month and another about fall allergies. The right sidebar shows 'Who to follow' and 'Trends for you'.



Social Media Is Personal

- Living extension of your practice
- More than just debridement photos
- Don't post canned reviews
- Make your content, Your Content by personalizing links, images
- Connect with patients
- Connect with the community
- Post your practice photos regularly
- Celebrate achievements and connections

External Marketing

advertising to your community

Advertising Your Practice

Print advertising

Pretty dead - newspaper, magazines

Direct mail

Close to dead - Postcards, coupons, flyers

Billboards & signage

Web

Radio and tv

Average ROI for external advertising is 3:1

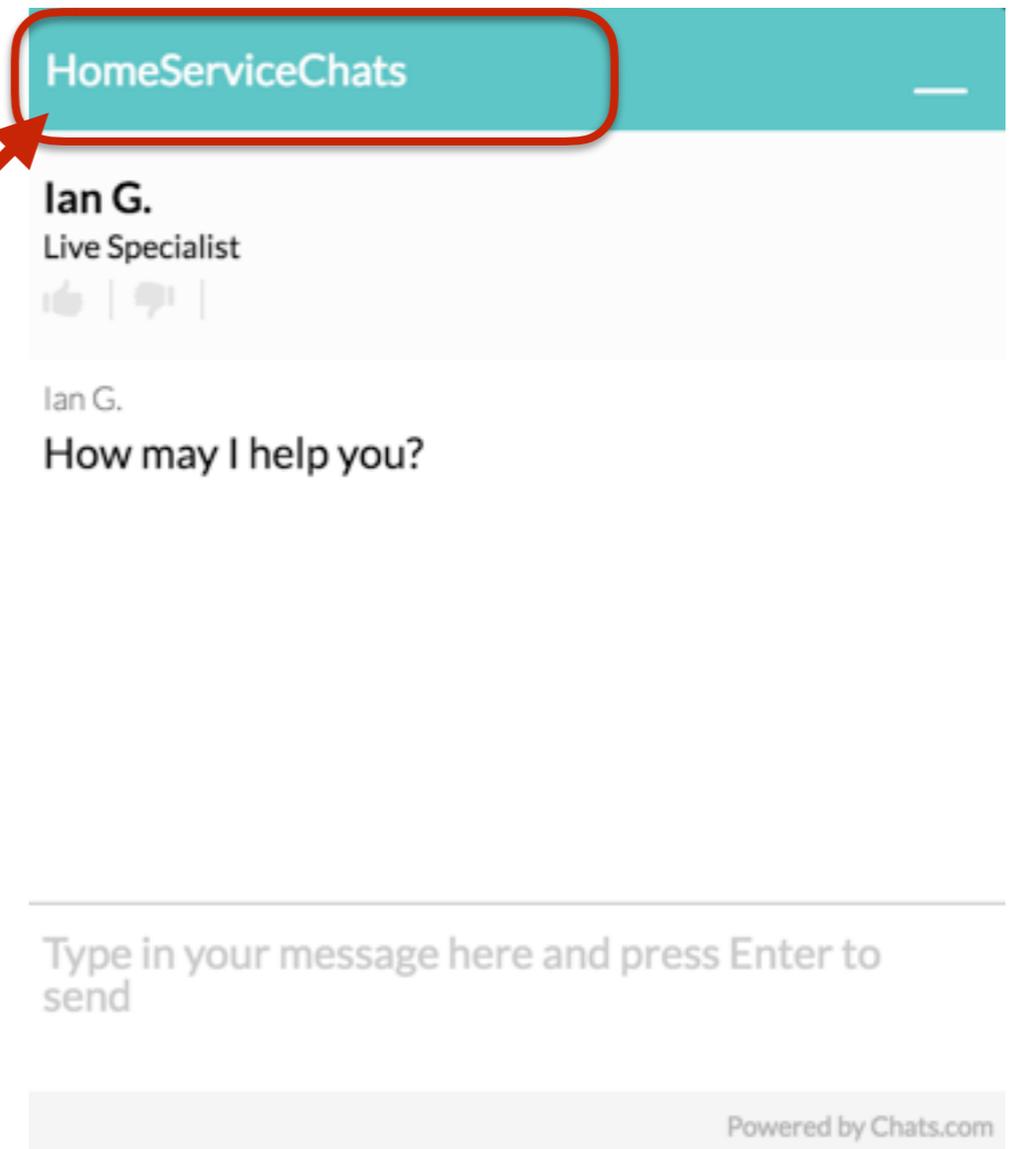


Web Is The Mega Media

- Internet as information source
- Internet is the entertainment/social networking source
 - YouTube
 - Facebook
 - Instagram
 - Pinterest
 - Linked in
- TV networks & radio stations
- Consumer behavior on the web is different
 - If you put it up there - they'll watch it
 - Online patient testimonial & professional referrals

Keys To A Strong Web Presence

- If your site is over 2 years old, its out of date
- Tell people what they want to know on the front page
 - Why you
 - Financing
 - Speed of treatment
 - How you keep patients pain levels lower
 - Use great practice photos throughout
- Add a chat or text feature (from your office or a reputable company)
- Add testimonials and linked reviews
- Offer a way for people to upload images and get a consult online
- Update all social daily
- Update your site weekly
- Keep people focused - blog at least 2x a month



Google Pay Per Click

- Must have existing well designed web site
- Conversion piece on the site (click here to schedule)
- Reviews on your site help
- Spent \$500-2500 per month
- Available in google, google maps, affiliated sites
- Remarketing



About 291,000 results for burbank orthodontist



TOP STORIES



Russian spy ship spotted 100 miles off North Carolina coast



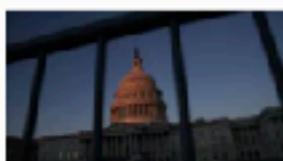
Lindsey Graham: Time for the 'Gang of 60'



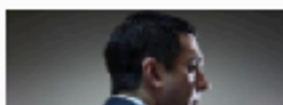
Publisher pulls former Trump appointee Carl Higbie's book from market over racist remarks



The Point: Why Trump was irrelevant in the government shutdown talks



The lesser-known effects of a government shutdown



Republicans consider releasing some classified intel behind memo alleging



WOMEN'S MARCH

Thousands of women have one message: Vote

By Saba Hamedy, CNN

THE POINT WITH CHRIS CILLIZZA

CNN's Chris Cillizza cuts through the political spin and tells you what you need to know. By subscribing, you agree to our [privacy policy](#).

Enter email address

GAP

UP TO 50% OFF (ALMOST) EVERYTHING

ENDS 500M



SHOP NOW

Only. See site for details

Advertisement

Social Pay Per Click

- Must have existing well designed web site
- Conversion piece on the site (click here to schedule)
- Facebook and Instagram perform best
- Spent \$500-1000 per month
- Available on side, in feed and more.
- Snap chat is fun, no real ROI



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Kirsch Orthodontics is Proud To Serve Patients In Ebensburg, Cambria County, Blairsville & Surrounding Communities.

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Professional Referral Marketing

Most Important Referral Tools

- Practice Rep - not just the muffin lady
- Staff to staff relations
- Parties and gifting
- Dental ed
- Lunch and learns



Practice Rep Success

- Practice rep (TC) to visit 6-8 office per week (visiting all prospects in 8 weeks) then begin again
- Ongoing monthly training and reporting
- One hour monthly meeting to discuss results, new ideas, challenges
- Expenditure \$3200- 6400 / year

Take Aways

- Create a marketing plan for success
- Train your TC and staff to get the most out of every patient interaction
- Use layered marketing to get the best results (internal, external, referral)
- Manage your practice presence online
- Build and maintain a professional referral network

Thanks for listening:)

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