



Your trusted full-service
dental partner.

Dental Marketing: The Misunderstood Niche

Even before the COVID-19 pandemic, there were many misconceptions surrounding dental marketing. Receptionists and practice managers alike would take missteps and question dental marketing altogether. Our goal is to demystify this niche by showing how you can rectify these common mistakes. We are **360 Dental Marketing** and we can work with you to grow your practice using digital marketing and recruitment strategies. If you're neither attracting the right team members nor the right patients, it may have something to do with your strategy (or lack thereof).

Here are three industry trends we've noticed.

1. Communicating with the Marketing Department

After 15+ years in the industry, we've found a common error among other marketing agencies is their poor communication. Oftentimes, the full extent of their communication is a monthly report delivered via email and a complete absence of in-depth dialogue throughout the month.

The majority of our clients have had this exact experience with other agencies and found it incredibly frustrating when they had little to no new patients in a month. Meanwhile, their marketing agency would only flaunt high volumes of 'clicks' that had only wasted budget. If the marketing department is not striving to learn a clinic's inner workings, they will miss opportunities to strategise, save the clinic money, and ensure that 'clicks' are converting. That's why we reach out to practice managers or receptionists at least fortnightly to learn of incoming appointments, analyse them against our data, and determine what is and isn't working. We also meet with practice owners monthly to explain their performance in detail, address any concerns, and inform them of next month's strategy.

2. Recruitment

In Australia, there is an ongoing employment shortage in the healthcare industry. The dental industry is currently struggling to find and keep staff. When recruiting new staff, our strategy is to look beyond SEEK and Indeed. You should take an active approach and build relationships with real people.

You should also devote time to building your online presence to showcase your values, your work culture, and your work quality. In conjunction with our marketing and branding services, we create targeted recruitment campaigns featuring tailored ads for potential candidates. This strategy has helped our clients to attract the right candidates.

***"With 360 Dental Marketing
It's All Done For You".***



Want to learn more?

www.360dentalmarketing.com.au

3. Receptionists Untrained in Converting Enquiries

Choosing the right receptionist is more critical than you may think. Whilst a receptionist needs no formal qualifications, they are your patients' first point of contact. Newer patients will form impressions of your clinic based on the interactions they have with your receptionist. And, as they say, first impressions are the strongest! You should train your receptionist to project a friendly approach and to convert enquiries into appointments. They should also take thorough notes of patient enquiries and trends, which is invaluable data that can inform your marketing strategy.

Prabin Gautam

Director of 360 Dental

Our Director, Prabin Gautam, will be guest speaking at this year's ADAVB Convention and Exhibition. He'll be sharing his top-seven ideas for helping to grow your practice, which will cover the top areas of dental marketing that will ensure your current and prospective patients will see, hear, and trust your brand. He'll also discuss the key indicators of our marketing performance.

Hint: It involves talk of SEO, Google Ads, social media, website optimisation, and Google My Business.

