

online connections, likable transparency and dynamic content.

They also pick up on a very powerful message – that you listen, care, are open and honest and that you treat people, not teeth. The perception is that you are leading edge in everything you do – including your dental services.

Promotions, offers, contests, check-ins and deals create interest and viral buzz – people enjoy sharing them! Contests and giveaways can range from extremely simple and inexpensive to more complex and costly. Either way, when compared to traditional marketing (magazine ads, direct mail, billboards, etc), these types of promotions provide great value and traction.

Tip 3 – Create dental practice growth with a mindset change

By embracing social media marketing strategies effectively in a dental practice you can attract more clients. By thinking about your clients in this way through social media, a dental practice develops mindset – an attitude about doing business and marketing which is independent of tools.

Social media storytelling reinforces through text and visuals (photos and video), that what you are doing matters. And while we don't mean to oversell this benefit, we have seen these outward manifestations of in-practice cultures not only strengthen patient relationships and increase business, but also positively impact team dynamics as well.

The dental practices that most successfully use social media marketing are the ones committed to business on a deeply personal level. These are the practices that consider revenue increases both in terms of traditional, short-term ROI and as a natural, long-term outgrowth of better serving people.

Tip 4 – Have fun

The most successful and 'liked' activities on social media have some common threads. Use these as guidelines for your activity

- **Fun** – Successful practices make this fun for team members and patients. It's not a chore.
- **Do The Unexpected** – Throw out the boring and be a little adventuresome. It won't kill you.
- **Be Involved In The Community** – Nearly EVERY thriving practice does some good in their community. And, they talk about it online.
- **Highlight Individual Patients** – Patients are typically HAPPY and ANXIOUS to help you in your efforts. Just kindly ask!
- **Share Team Members' Personalities** – Patients and prospective patients become loyal to people they KNOW and LIKE.

Tip 5 – Work with a dental marketing expert

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