

Orthodontic Practice Marketing: All of the Possibilities



Notes:



The Ultimate Dental Marketing Solution

Ask the People!

What are we doing best?

Do you click on online ads?

Do you read direct mail?

What social media sites do you use?

Would you search online?



Notes:



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A System for Attracting Referrals

What does your orthodontic practice do best that can't be found elsewhere?

Who is the ideal patient you want to replicate through referrals?

Describe a moment of connection that you had with a patient in the last few weeks.



10 Questions to Ask Now

1. What should I do if it seems like marketing isn't producing a return on investment for my practice?
2. Why is marketing so expensive?
3. What's the difference between an online marketing provider and a full-service marketing agency?
4. What did you learn when you went to Africa on a dental mission trip?
5. What are some things that I should require from my marketing agency?
6. When is SEO a bad idea?
7. Why did you start a dental marketing agency 10 years ago?
8. What practices have you worked with, and where are they located?
9. Tell us about a time when marketing didn't work for a client, why and what you did about it.
10. Where are you going after this? (You might be surprised to find out!)