

THREE STEPS TO CONSISTENT AND EFFECTIVE MARKETING

1. PLAN AS A TEAM



We believe that the administrative and clinical team can offer additional talents, other than just fulfilling their routine dental office responsibilities.

When the team is involved in marketing planning sessions, they will be more likely to help see those efforts through. With ownership in the process, they will feel more appreciated and will have more career satisfaction.

Team members should not only help to long term plan for the practice, but they should also understand that promoting the practice is an ongoing daily responsibility shared by everyone in the office.

Marketing is everything from the dollars spent on ads, to the way the practice interacts with patients. The entire office must realize that any chance to get in front of a patient or perspective patient is an opportunity to market the practice. This idea should be on the forefront of every team member's mind every single day.

It would be a marketing loss if the practice invested in a promotion but the rest of the team did not know anything about it. All team members should be aware of current promotions so they are ready to confidently share them with patients.

When planning marketing, we encourage the team to think about in office strategies, digital media efforts, and community outreach events.

Some offices plan their marketing strategies a month or a quarter at a time. Decide what's best for the practice.

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Marketing results will increase if the entire team is involved.

Planning Tips

- Have the planning meeting at an off site location so there aren't office distractions.
- Ask team members to each bring at least five different ideas to the meeting.
- Encourage outside the box thinking.
- Try new things!
- Make it a point to hold two marketing meetings a month—one to remind/assign projects for next month and one to check in on the status of the current month's efforts.
- Be clear in your plans and in assigning projects. Be sure to include end dates in your plans.
- Don't be afraid to be working on different projects for different months at once.

It is the responsibility of every team member to help promote the practice.