

Dental Marketing Playbook

A Comprehensive Guide by Optymizer

New Patient Acquisition Playbook

Marketing Checklist for Dental Practices

■ Local SEO Domination (Google 3-Pack Strategy)

Google Business Profile Optimization

- [] **Category:** "Dentist" as primary (NOT "Dental Clinic")
- [] **Services:** List ALL procedures (crowns, implants, whitening, etc.)
- [] **Photos:** Upload 3+ weekly (team, office, before/after)
- [] **Posts:** Weekly updates (new patient specials, dental tips)
- [] **Q&A:** Seed 10 questions about services, insurance, hours

Citation Building (NAP Consistency)

- [] **Healthgrades, Zocdoc, Vitals** - Complete profiles
- [] **Insurance directories** - Verify listings
- [] **Chamber of Commerce** - Local business listing
- [] **Dental-specific directories** - ADA, state dental association

Local Content Strategy

- [] **"Dentist in [Neighborhood]"** blog posts for each service area
- [] **"Does dental insurance cover [procedure]?"** FAQ content
- [] **Local partnerships** (schools, sports teams) for backlinks

■ High-Value Service Promotion

Cosmetic Dentistry (\$500-\$5,000/patient)

- [] Before/after gallery on homepage

- [] Smile simulator tool (interactive)
- [] Financing options (CareCredit, PayPlan)
- [] ****Landing pages**** for: Veneers, Whitening, Invisalign

Dental Implants (\$3,000-\$6,000/tooth)

- [] Educational video series (procedure, recovery, cost)
- [] Free consultation offer
- [] Comparison chart (implants vs. bridges vs. dentures)
- [] Patient testimonial videos

■ New Patient Conversion Optimization

Phone Answering Protocol

- [] Answer within 3 rings (or lose to competitor)
- [] Script: "We have availability THIS WEEK for new patients"
- [] Ask: "Do you have dental insurance?" (qualify early)
- [] ****Offer:**** Same-day emergency appointments

Website Conversion Elements

- [] ****Online scheduling**** (60% of patients prefer online booking)
- [] ****Insurance verification form**** (reduces phone calls)
- [] ****New patient special**** above fold (\$99 exam + X-rays)
- [] ****Live chat**** during business hours (20% conversion boost)

■ Reputation Management System

Review Generation Automation

- [] ****Post-appointment text**** (2 hours after visit)

- [] **Google review link** (not Facebook - Google ranks practices)
- [] **Incentive:** Entry into quarterly \$250 gift card
- [] **Goal:** 10+ new reviews per month

Handling Negative Reviews

- [] Respond within 24 hours (shows you care)
- [] Apologize + offer to resolve offline
- [] Follow up with phone call to unhappy patient
- [] **Never** argue publicly

■ Patient Retention (Recurring Revenue)

Reactivation Campaign

- [] **6-month recall** automated email/text
- [] **"We miss you"** campaign for 1+ year lapsed
- [] **Hygiene appointment** reminders 2 weeks before
- [] **Birthday discount** for annual checkup

Membership Plans (No Insurance Patients)

- [] \$30-50/month for 2 cleanings + discounts
- [] Eliminates insurance hassle
- [] Predictable monthly revenue
- [] 75%+ retention rate

■ Metrics That Matter

Track Monthly

- **New patient acquisition cost** (target: \$150-250)

- **Online booking rate** (goal: 40%+)
- **Google Maps ranking** for "dentist [city]"
- **Review growth** (aim: 10+ monthly)
- **No-show rate** (reduce to <5% with reminders)

■ Quick Wins (Implement This Week)

1. **Claim Google Business Profile** if not done
2. **Upload 10 office/team photos** to GBP
3. **Add online scheduling** button to website
4. **Create \$99 new patient special** landing page
5. **Set up review request automation**

This playbook is used by 78+ thriving dental practices.

Ready to fill your appointment calendar?

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