

MARKETING IDEAS

FOR YOUR DENTAL PRACTICE



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WELCOME!

This workbook covers a variety of topics designed to help you promote your practice to current and prospective patients. You will find practical, implementable, step-by-step strategies to learn how to avoid the failures, achieve the successes and *be better*.

Thank you for your time and participation today. I welcome and encourage you to continue the conversation with me at the contact information below.

Be happy, be healthy, and be better,

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Thank you.

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BASKET OF DENTAL GOODIES



1 MAKE A LIST OF THE LARGE EMPLOYERS IN YOUR AREA:

- Manufacturing Companies
- Public Schools
- Larger Restaurants
- Civic Offices
- Law Firms
- Hospitals



2 IDENTIFY A PATIENT WHO WORKS IN ONE OF THE ABOVE ENVIRONMENTS

NOTES



3 CREATE THE GOODIE BASKET

- Cheap dollar store basket
- Floss, toothbrushes, mouthwash
- Branded letter openers
- Branded chip clips
- Floss picks
- Whitening trays
- Sonicare, Burst, WaterPik (if the budget allows)
- Sharable pre-packaged cookies, brownies, etc.



4 ADD A SHINY HELIUM BALLOON AND PRESENT TO PATIENT AT THEIR WORKPLACE

- Include a handwritten note:



Congratulations!

We have chosen you as our patient of the (month, week, year, etc.), please enjoy this basket of dental goodies. We packed a few extra so that you can share with your co-workers.

HAND OUT BRANDED TOOTHBRUSHES

ALL OVER TOWN



PRACTICE REQUIRED

This is, by far, the most awkward of all internal marketing initiatives, and will not work if it isn't practiced at team meetings and morning huddles

PRO TIP

High quality branded toothbrushes can be found at Tess Oral Health, Henry Schein Dental, Patterson Dental, etc.

Create list of venues that team members anticipate visiting over the course of the next few weeks:

- Little leagues
- Coffee shops
- Schools, daycares
- Dry cleaners
- Grocery stores
- Restaurants
- Convenience stores, gas stations

Create an *incentivized* competition in which team members (with grace, and without awkwardness) offer a toothbrush to the person with whom they interact in the above settings.

SAMPLE SCRIPT

Thanks for your help. Hey, my dental office is having a "toothbrush giveaway month" this month. Here's one for you so that you have one at work. Do you think anyone else here would like one?

ASK ONE PATIENT A DAY

FOR A REFERRAL OR A REVIEW

IT IS NOT UNCOMMON TO BE COMPLIMENTED IN THE DENTAL SETTING:



This was the best cleaning I ever had



I barely felt the shot



Thanks for giving me financial options



Thanks for working with my schedule

UPON BEING COMPLIMENTED, CONSIDER LEVERAGING THAT LOVE BY ASKING FOR:



A Referral of Family or a Friend



A 5-star Review on Google or Facebook

SAMPLE SCRIPT

Patient: Hey, you're awesome. Thanks for doing such a great job.

You: Oh, it's my pleasure. Do you mind if I ask you for a **favor**?

Patient: Sure

You: (**give the patient something** – a toothbrush or business card, etc.) I would really love to have more patients like you. This toothbrush here is for you. Would you mind...

- logging onto your Gmail account and giving us a Google review?
- logging onto your Facebook account right now and giving us a review?
- taking a second toothbrush and giving it to a family member or friend who is looking for a dentist?



Asking for a favor, and giving a material item are both key components. The favor creates a verbal commitment. The material item creates a physical reminder long after you and the patient have had your conversation.

DELIVER A DENTAL HEALTH PRESENTATION

Included in this packet are the Powerpoint / Keynote slides for:

- *10 Habits of Highly Effective Teeth*
- *Sugar Bugs*, and
- another presentation that I give to parents of young children

However, it is difficult to understand what the content of my lecture is from simply looking at the slides.

I would be happy to actually do a one hour phone call with you in which I lay out each and every slide with you.

ADULT LECTURE

THE 10 HABITS OF HIGHLY EFFECTIVE TEETH

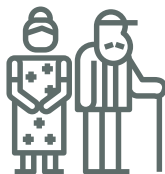
How do you schedule a lecture? to whom?

- The groups that benefit from this lecture are generally adults over the age of 40.
- Senior groups are the best to target, as they have time to be present for these events, and they generally have more of a passion towards health and longevity.
- Google “senior center,” “senior group,” “active adult community,” “adult community,” etc., in your area. Without a doubt, there is a senior center near you.
- Contact them and see if you can provide breakfast one day along with a presentation about staying healthy.



When you call these groups, make sure to offer **bagels and coffee** when you present.

THE BEST RESOURCE FOR THESE GROUPS = YOUR OWN PATIENTS



Get to know your patients over the age of 55

See if they belong to any social groups, adult living neighborhoods, knitting/crocheting clubs, etc.

If they say yes, then offer to speak to their group.



Patients who work for large companies

Schools, manufacturing companies, large white-collar firms, etc. *will have you if you bring free food.*

Some of these companies have very aggressive health goals for their employees. They would love to host you as a dentist to add to their health-related curricula.

This is a great way to get your foot in the door for health fairs.

Once the lecture is scheduled, how do you prepare?

- Some of you are natural speakers, but that doesn't mean that you couldn't get better.
 - Read *The Little Green Book of Getting Your Way* by Jeffrey Gitomer. It is full of very nice advice for presentations and public speaking.
- Market the program to all of your patients.
 - If you are speaking to a particular social and activity group, make sure to be in touch with their programming director so that he/she is actively marketing your lecture.
 - Emphasize the free food/coffee.
 - If you are on Facebook, market the lecture heavily on Facebook.
 - Mention it on your website.

PRO TIP

Make sure to bring one team member with you, and ask that they print out schedules for several upcoming weeks.

Participants will most likely approach you at the end of the lecture, and you want to make sure that they have the ability to schedule an appt.

The day before the lecture:

- Make sure to have enough branded toothbrushes/chapsticks for each participant.
- Then, buy ONE Sonicare.
- Ok, now take a Sharpie, and scribble all over the packaging of one of these toothbrushes/chapsticks.

The day of the lecture:

- Bring all of this with you to the presentation.
- Then, at the end of the presentation, after you've handed out all the toothbrushes, ask who got the one with all the scribbles
- Whoever raises their hand gets the Sonicare.

People **love** this.

NOTES

SCHOOL LECTURE

SUGAR BUGS, FOR CHILDREN AGES 5-9

HOW TO SET UP A PRESENTATION

- OPTION 1** Have your receptionist call several daycare/kindergartens in the area. Explain to them that you would like to perform a 30 minute presentation and workshop with the kids so that they could better learn how to take care of their teeth and gums.
- OPTION 2** Ask all of your patients who are teachers/administrators (This is the best option)



The Tooth Book

Buy the book *The Tooth Book* by Dr. Seuss



Bag of Goodies

Make sure that you have a bag of goodies to give out -- toothbrush, toothpaste, floss.

Something in that bag of goodies must be branded with your practice information. If not, the bag should have your business card attached to it.



Pictures on Poster Board

Print and laminate the following pictures:

- Perfect teeth and gums
- A collection of pop and candy
- A small cavity
- A medium cavity
- Gross decay
- A slightly inflamed gingival papilla
- Generalized inflamed gingiva
- Severe generalized perio

Put those pictures on a posterboard, and cover them with a piece of paper, to be easily undraped during the presentation.

NOTES

First ask the kids if they know what kind of Dr. a dentist is.

- Have them point to their teeth.
- Ask them why teeth are so important
 - you want them to be able to understand that teeth are important for smiling, chewing, and speaking
- Ask, "Really, you need teeth to speak??"
- "Who thinks you need your teeth to speak?"
- Then have them all, on the count of 3, say, "fifty fillings are filthy"
- "1, 2, 3, fifty fillings are filthy"
- "Now, we are going to pretend that you have no teeth, so you are not aloud to touch your lower lip with your upper teeth." "1, 2, 3, vvvviwvty wvwillings are vvvvwwillldey"

Then read the Dr. Seuss book.

- Then agree that teeth are indeed quite important

Next you will explain how to take good care of teeth.

The thing that makes teeth and gums sick are sugar bugs. Here are the things that eliminate sugar bugs:

Follow these rules:

- Brush and floss
- Brush 2x a day for 2 minutes
- Floss once a day (I know, your audience might include 3 year olds, but what the hell, it isn't like flossing will do them any harm)
- Drink lots of water, and nothing else
- "NO MORE JUICE! NO MORE POP! ONLY WATER!"
- No more candy

PRO TIP

As you get better and better at this, you'll be able to really get the kids involved

NOTES

“But, I have a question... does candy taste good?”

So, if you are going to have candy, you must follow these rules . . .

- 1. “only a little bit”
- 2. “only after lunch or after dinner as a dessert”
- 3. “drink water afterwards!”

Now, ask the kids two questions:

- 1. Do you brush your teeth by yourself?
 - o Most will say yes (proudly, in fact). Tell them that an adult must help them at least once a day.
- 2. Do you eat sugary snacks when you come home from school?
 - o Many will tell you that they eat cookies or drink juice when they get home.
- Have them practice saying:
 - o “No thank you. I will have water instead,” or
 - o “No thank you. I will have an apple instead”

Now, show them what might happen if you don’t follow the rules.

Slowly pull up the drapes on your gross teeth photos.

PRO TIP

Do the teachers a favor. Demand that, once you hand out the goodie bags, the kids must take them straight to their cubbies or to their backpacks, and that they are not allowed to open them until they get home.

NOTES

TABLE AT A HEALTH FAIR

Most major health insurance carriers have started offering incentives to the large employers for whom they service.

One of these incentives is a discount on premiums and fees if the employer agrees to start offering education and programming to encourage better health habits for their workforce.

The previous section discussed the potential for your dental office to offer “lunch and learn” style educational health presentations, but another program is an annual “health fair” offered by the employer.

These health fairs often involve a large open space lined with tables. Each table represents a different healthcare provider, including:

- Chiropractors
- Physical therapists
- Dentists
- Surgeons
- Family physicians
- Etc.

YOUR JOB IS TWOFOLD:

1. Be the dentist
2. Make your table the most fun and interesting

Becoming the dentist involves constant inquiry with your patients and professional circle about your interest in getting involved with these programs.

HERE ARE SOME IDEAS TO MAKE SURE THAT YOU HAVE AN INTERESTING TABLE:



Wheel of Fortune

Have a “wheel of fortune” in which “spinners” can win a variety of prizes.

Examples include a pack of floss, a WaterPik, a set of airPods



Are Your Teeth Cleaner Than a Dentist?

Bring an intraoral camera and appropriate PPE, and take photos of the lingual surfaces of people’s lower anterior teeth. Bring a laptop computer.

I printed out a photo of my lower anteriors, and invite people to see if “your teeth are cleaner than Dr. Gupta’s”



Dental Jeopardy

Create a “dental jeopardy” in which participants try to answer a variety of dental trivia.

If you knock a tooth out, is it better to put the tooth in water, or back in your mouth?

SOCIAL MEDIA

Online services like Facebook, Google, Instagram, and YouTube carry several benefits:

- They serve as a “free business listing” more widely used than traditional fee-based business listings
- They often provide an opportunity for people to “rate the business”
- They give you an opportunity to showcase your skills, involvement in the community, fun, and service



Google Business Listing

- This is like a ‘yellow page’ ad for which you can add specific services, photos, maps, hours, etc.
- Patients can rate your business and provide comments about the service they received



Instagram Business Page

- This is very similar to the Facebook fan page but targets a different audience.
- Instagram users tend to be younger than Facebook users.



Facebook Fan Page

- This is similar to the Google listing, but here you can constantly add photos, videos, and text blurbs to maintain engagement from your audience.
- Make sure to let your patients know that they can ‘find you on Facebook’



YouTube Channel

- If you create videos (ideas below), post them both on Facebook, and upload them to your YouTube channel
- This way, if someone (anywhere in the world) types, “do dental implants hurt” and you have made a video explaining the process of dental implant surgery, they can learn from your video

THEN CREATE A MULTIMEDIA STRATEGY

THIS INCLUDES:



Videos

- Your team doing fun, funny, service-oriented, or inspirational activities
- You and your team explaining dental conditions and services (like sleep apnea, or implant retained dentures)
- Video testimonials from happy patients
- Slideshows of your team, along with interesting facts about each individual
- Footage of some of your cool equipment (CBCT, Cerec, iTero) in action



Photos

- With parent permission, post photos of cute children who made it to the “no cavity club”
- Patient of the month
- Patients who are veterans (around Veteran’s Day)
- Patients who are teachers (around Teacher’s Day)
- Photos and explanation of the cool equipment that you use
- Photos showcasing your awesome team