

Digital Marketing for Medical Practitioners - Samples

3 Reasons your Dental Practice should be using Facebook Ads

Digital Marketing has undergone a paradigm shift over the past few years and is helping businesses reach target audience across select demographics and geographies. As per the BIA/Kelsey's US Local Media Annual Forecast report, social media advertising is expected to expand at an annual growth rate of over 20% to become a USD 9.8 billion industry over the next 4 years.

Considering this transformation of digital marketing, dental practices need a rapid digital renovation of their marketing methods. If you are unsure how digital marketing can boost your practice growth and patient retention rates, here are the 3 reasons.

Your Social Media Presence contributes to a solid business portfolio

Doctors are not the kind of individuals who can spend time on social media sites owing to their lifestyle. This is also the top reason why most medical practitioners do not pay much attention to digital advertising and marketing. Consider a dental practitioner's Facebook profile with a limited number of friends and family, and a Dental Practice's Facebook page is a brand page. The former may not be a great way to promote their business; while the latter is a solid promoter of the clinic's business, achievements and testimonials using catchy images, videos and content.

Facebook is a widely-used social media website

Unlike larger brands that focus on brand promotion and extensive advertising, Dental Clinics are locally set up and marketed spaces addressing an indigenous set of patients. The most common advertising method across dental clinics is the word-to-mouth marketing that needs little participation from the practitioner or engagement within the community. If you are looking for a smart and budget-friendly social media advertising methods, Facebook is the right choice. More than half of the world's population is on Facebook and so are all your potential and current patients irrespective of where they live.

Marketing your Dental Practice on a widely-used social media platform gives you the ability to showcase your services, achievements and testimonials to develop trust and attract new patients in and around your neighbourhood. Effective advertising strategies, coupled with demographic analysis and engaging content, Facebook marketing can help translate visitors into patients while contributing to the brand promotion and engagement.

Facebook Ads are cheaper and more effective than other digital advertising platforms

There are 2 market leaders in terms of digital advertising – Google AdWords and Facebook Ads. We strongly suggest Facebook Ads over Google AdWords. Apart from being less expensive, Facebook Ads are can be fine-tuned to target a specific set of audience based on age, gender, interests, location and other factors. Unlike Google AdWords where the user is directed to your practice based on the search keyword or the search relevance, Facebook Ads are smart and can automatically identify the target groups based on your business type, your existing client base, current follower demographics and much more.

If you think you are running behind your peers in marketing your Dental Clinic, and you are not sure where to start, we have an amazing offer for you. Click [here](#) to transform your Facebook Marketing into a Lead Generation Platform.

Designing Your Plastic Surgery Clinic's website

If you are a plastic surgeon with an ugly website, your potential patients will undoubtedly question your aesthetics and service quality. Over the last few decades, the internet has drastically changed the way we promote our businesses - in both strategic and financial perspectives. Web Marketing has become a fundamental facet and the most integral part of any business strategy, providing a wide range of opportunities to attract, connect, and serve a much more targeted customer base. It gives you the ability to target patients in your local market, region, or even on a national level.

Web Marketing basically involves maintaining a company website, promoting on social media sites, audio & video campaigns (YouTube, podcasts, etc), display advertisements on other websites, and email marketing among others. Moreover, web marketing is also the least expensive and most effective marketing strategy when compared to any other offline modes of the campaign.

Before we explain how we can make a Plastic Surgery Clinic's website stand out from the crowd, you need to know how web marketing can contribute to any business promotion and growth.

How can Web Marketing help my Plastic Surgery Practice?

Unlike other health practices, a plastic surgery clinic has a cosmetic aspect to it, thereby creating the need for an functional and appealing, yet professional, digital marketing platform. A custom-designed, responsive website serves as a portfolio for your business.

This not only gives a clear picture of your proficiency for your prospects, but also a bird's eye view of your past clients, the quality of your services, and a platform for client testimonials. In simple words, a customized business website means more visibility, improved brand awareness, and higher return on investment (ROI). Here are some pretty crystal-clear reasons why you need a website.

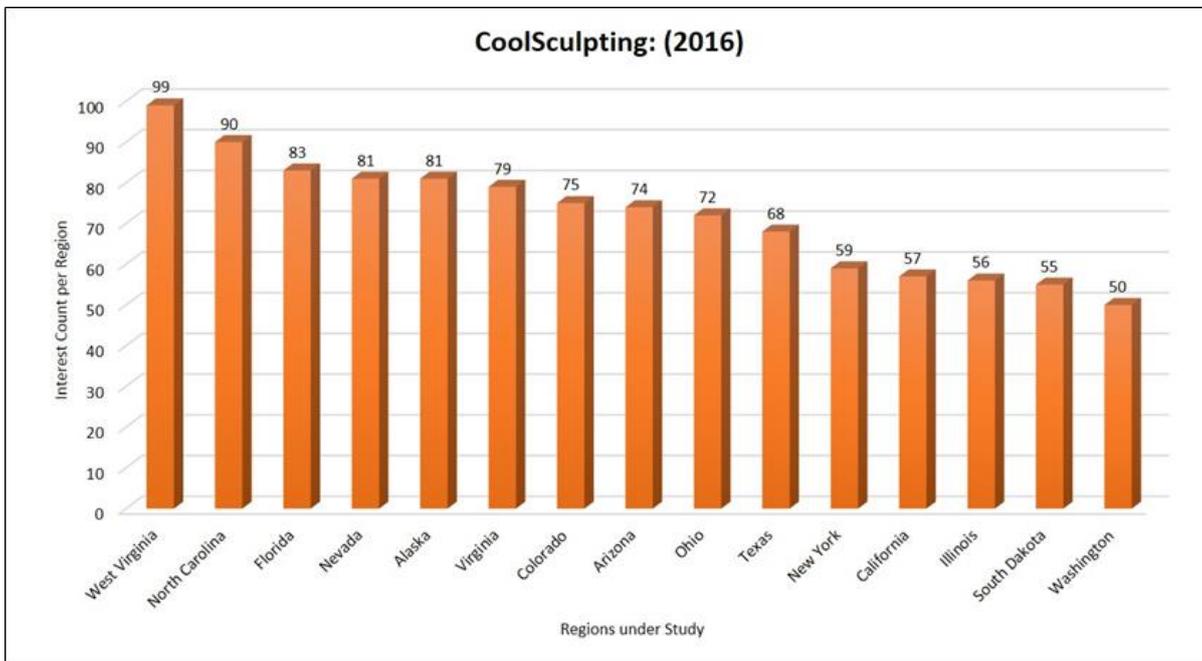
Your plastic surgery practice can attract a larger patient base.

No matter where your practice is based upon, your website personifies your business on a larger scale. Potential patients, looking for a good plastic surgeon in the vicinity can find your practice on the internet and send an inquiry from anywhere across the country. This will improve the exposure of your clinic, and might as well encourage patients to fly down to your place for a procedure.

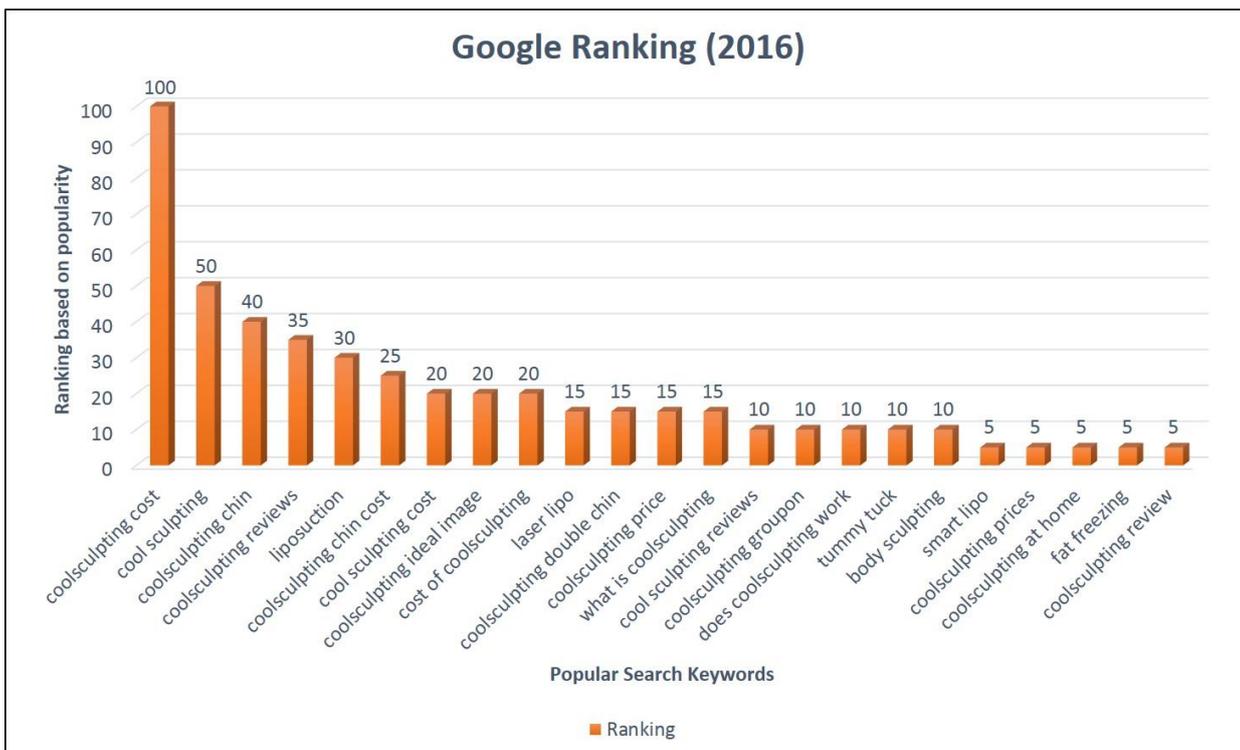
You reach the right audience

Your website describes the list of cosmetic services offered by you, and would reflect in the search results based on relevant keywords. A prospect who is searching for a specific procedure in a specific location will be quickly able to locate and contact you. This means more relevant inquiries and better visibility. Consider a cosmetic procedure called "CoolSculpting". If this is included in the list of services provided by you, then your SEO expert will be able to guide you better on which keywords to use in order to promote your page on the search engine results.

For your better understanding, we've collated search count for the year 2016 based on all the regions within the US. This is how the data looks like if we consider 15 random regions.



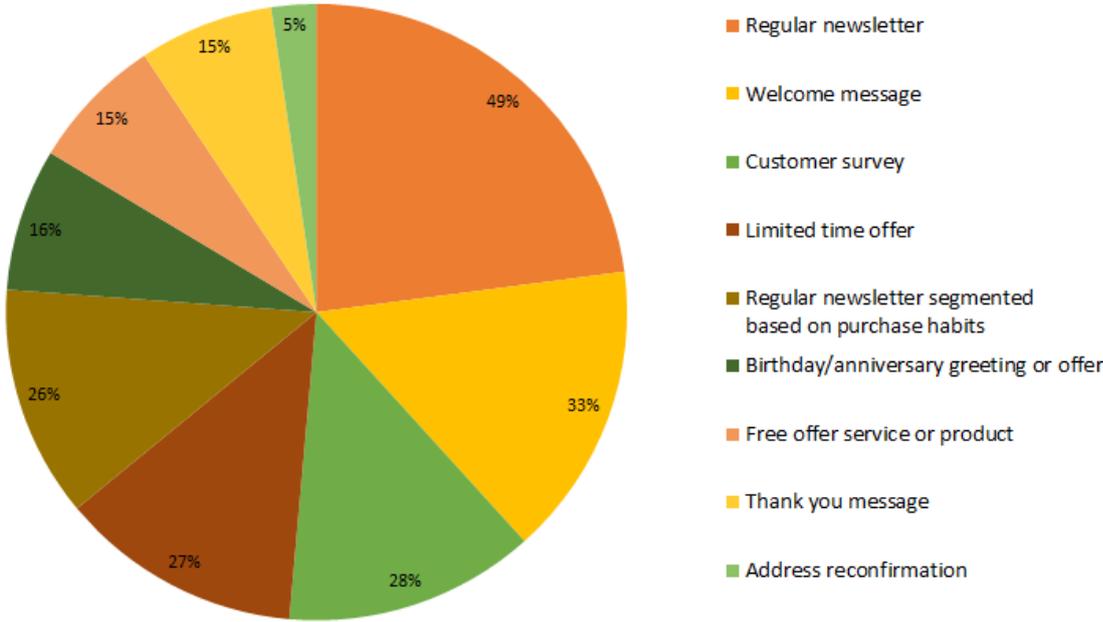
SEO experts will also be able to identify popular search keywords related to the term “coolsculpting”. Here’s a sample data for your reference.



Data is Wealth

If you receive 100 inquiries in a respective period, it means your database is rich by 100 new prospects. Irrespective of how many of them actually turned into clients, this data forms the basis for your future marketing campaigns. A study conducted by the [Direct Marketing Association](#) in 2015 has reported that email marketing has resulted in an ROI worth around \$45.06 per every dollar spent; whereas, every dollar invested in direct offline marketing has resulted in an ROI of only \$15.55 - a three-fold increase!

What types of email message / content helps you to achieve your campaign objectives?



Source: DMA National Client Email Report 2015

How to Design a Website for your Plastic Surgery Practice

“If you don’t have a website, you’re chance of ending up in customer online searches is significantly reduced.”

Understanding how Plastic Surgeons are different from other medical practitioners is the first step to creating an appealing website for their business, which is also mobile-friendly. Plastic surgeries and cosmetic procedures are not basic necessities and unavoidable circumstances. This makes customers think twice before they can opt for a procedure, be it for cosmetic or medical reasons.

There are quite a few functional aspects to consider while designing a plastic surgery clinic's website, and we have come up with the top 3. Trust me, they really help.

Proactively answer all your patients’ questions

Frequently Asked Questions (FAQs) are one great way to connect with all your website visitors across the digital marketing space. Ask yourself, “What information is my potential patient really looking for?” Give them that.

As much as your FAQ page implies how well you understand your clients, it gives a coherent view of transparency in your business. A majority of cosmetic procedures are irreversible. It is horrifying to experience a failed plastic surgery, which is why your patients have so many questions. Your website and the FAQ page, in particular, should be able to provide re-assurance in all possible ways. In addition to being helpful and user-friendly, it should also link to your other pages.

Let your prospects know your services are reasonable and attainable

It is only partly true that all cosmetic procedures are expensive, and your website should emphasize that fact. The pricing page on your website may (or may not) include information about the price ranges for your services. The pricing page should be complemented by your testimonials page emphasizing the quality of your services, thus obliquely justifying your prices.

If you don’t feel comfortable publishing your prices, it’s ok, price ranges are more than enough. I recommend our clients have “gated access” to pricing information, meaning: have pricing information available upon request and only after your initial contact with the prospect.

Your website is your brand ambassador

The success of your business is the final look of your patients. There is a popular saying, "Never visit a doctor whose office plants have died". Similarly, people never visit a plastic surgery website with no images and videos. A plain, content-heavy website with poor choice of fonts and low-quality images, will not create a great impression.

“Never visit a plastic surgeon who has an ugly website.”

Website Pictures - Before & Afters of Plastic Surgery

You need to ensure that the images on your website are copy-protected and better optimized so that multiple copies are not created on the internet. Some ways to protect images is by using WordPress' No Right Click Images Plugin to prevent users from clicking on Save As button, adding a Copyright notice, watermarking your images, disable hotlinking, and finally adding a DCMA badge to your site. (Source: <https://graphpaperpress.com/blog/protect-website-image-stealing/>).

If you are planning to post your success stories on your website, make sure you seek approval from your past clients before posting their pictures. I recommend adding a testimonials and image release during the initial paperwork the patient signs.

You are a successful plastic surgeon with your own practice and great credentials. You have your brand and your website, and even promotional material... But something is missing: Imagine what your potential patients would think about your aesthetic skills and your service quality if your website design is old fashioned, full of text or not working properly.

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Does Your Plastic Surgery Practice Need A Marketing Facelift?

In the era of digital marketing, if you are still wondering why your plastic surgery and cosmetic clinic needs marketing, here's what you need to know.

[The American Society of Plastic Surgeons \(ASPS\)](#) has reported that 1.7 million cosmetic surgical procedures and 14.2 million cosmetic minimally-invasive procedures were performed in 2015. Do you know that there has been a drastic 115% increase in the overall cosmetic procedures over the last 15 years!

We know that means a lot of business for the plastic surgeons, but not knowing how to make use of the changing trends keeps you way behind your competitors. Well, we present you with some tricks on how to reach a wider range of audience - starting from your neighborhood to across the country.

What's your target patient-base for plastic surgery?

It is a common (Mis)understanding that women constitute a major percentage of your patient community. This means a majority of Plastic Surgery clinics are targeting female patients when it comes to marketing. Despite the fact that women do prefer to undergo cosmetic procedures when compared to men, you need to understand that plastic surgery is becoming more common and accepted in men, especially the younger lot.

Cosmetic procedures are considered a luxury rather than a basic necessity. No wonder more than half of the world's population would want to trim or shape or replace more than one part of their bodies; however, on an average, only 20-25% of them will have the privilege, money and time to make this happen. Well, you know why!

Hence, target marketing should not be restricted to gender, but age and demographics among others - to identify target patient base and their preferred treatment niche. Hence, when we talk about marketing strategies, we refer to your patient community in general, but not women in particular.

Do not target financial goals, attract patients instead!

Unlike other industries, healthcare industry needs to focus on the stakeholders first, rather than trying to achieve financial goals. The strategy is quite straightforward - when you gain trust among your patients, profits will automatically follow! Hence, Word-of-mouth marketing means a lot to your business rather than content-heavy advertisements and campaigns.

Always ask your patients to speak-out - send them feedback forms, request for reviews on social media platforms, and testimonials on your business website or Facebook page. You never know how far a single FB or Twitter post can reach! This takes your marketing to the next level and keeps your business growing.

Preserve your current patient base

Unlike other medical conditions, cosmetic procedures do not always require regular follow-ups, thereby making your patients not visit you again and again. If you did not bother to keep in touch, then there is a greater chance that your old (ex-)patients do not remember you anymore!

To prevent this, you can follow some simple and quick marketing strategies like maintaining a record of their birthdays and anniversaries, sending automated greeting cards and messages to their email address; or you can go an extra mile, and send them personalized email newsletters related to the treatment they have undergone at your clinic.

An email newsletter is one of the most preferred marketing strategies for large businesses. Too many emails can annoy your customers, though. Always ensure that there is a reasonable gap between each mailer.

Enhance your free consultations for your potential plastic surgery patients

While this is a common practice across most businesses, free consultation in a Plastic Surgery clinic should be coupled with a preview of 'before and after' looks. Using advanced digital technology, not only can you remove patient's inner fear of disappointing results but also provide assurance while helping them visualize their future look. You can even consider launching a free consultation week in your neighborhood to attract a larger group of future patients.

Mark your plastic surgery practice's presence on Social Media Platforms

Create and manage a Facebook page, Twitter handle, LinkedIn business page and send out marketing email newsletters. If you are assuming that any of these quick and easy solutions are just enough to market your Plastic Surgery clinic, well, you are sailing on the wrong ship! Almost all businesses make use of social media platforms for branding and marketing. Hence, it is important to identify your wow factor and focus on that part of the story. For example, you can make use of Facebook Paid Advertising and Google Adverts to create a wider online presence. Having said that, relying on SEO, SMM, content marketing techniques is a much-needed add-on! You need to choose the right marketing strategy depending on the size of your business, as well as your long-term goals. **