



Your 12-Month Marketing ACTION PLAN



Roadside

ROADSIDEDENTALMARKETING.COM



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Introduction



"A goal without a plan is just a wish."

– Antoine de Saint-Exupéry



Reaching goals involves so much more than just setting them. Clearly defining exactly where you want to go, why you want to go there, and how you plan to get there are keys to success.

This workbook is designed to help you:

1. Review what worked and didn't work in previous years
2. Identify your practice's strengths, weaknesses, opportunities, threats, target customers, and unique value.
3. Find areas where you can overtake your competitors.
4. Define your marketing goals and strategy (think BIG picture!)
5. Use that strategy to create your marketing ACTION PLAN!



Print a new copy of this workbook each year for goal-setting and action planning!

NEED HELP?

Call or email Roadside's team anytime if you need assistance with your website, SEO, reviews, or social media! We're here to help!



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roadsidedentalmarketing.com





10 Marketing Trends to Adopt

1. Be of Service

This is one of the biggest shifts talked about by the experts. **Be generous** in the value you provide. Search out ways to serve others.

2. Build Relationships With Your Community

This ties closely to #1. **Be the inspiring leader in your community**, whether it's offline or online. Think about what they need, and give and serve them accordingly.

3. Create a Media Hub

You must put your face out there to build credibility and trust. And **your message needs to be massively YOU!** On your website, have one location for all of your media (blogs, videos, podcasts, etc.). Pick one medium and grow it.

4. Email is Still Your BFF

Building your email list is the best way to **nurture leads into lifelong customers**. Get inventive or create some new videos or gifts. Think outside the box!

5. That Could Have Been a Text / Instant Gratification

Did someone say 90% open rate? Sign us up! We all open our texts. **People want instant gratification**. On that same note - if you have webchat on your website, you will see conversion rates soar.

6. Nurture Over Sell

If you're introducing a new product or service, make a long launch strategy and get your audience involved to generate excitement. **People want relationships**, and this helps.

7. Keep Your Eyes On The Horizon / The Early Bird Gets The Worm

Hindsight is 20/20 right? **Early adopters get rewarded**. Get tuned in to the industry to know what's going to be a game changer and then be one of the FIRST to use it.

8. Retargeting is the New Close

It takes 7 times for someone to remember your brand. **Retargeting puts you front and center** whenever your leads are browsing online, getting them to convert faster.

9. Stand For Something

People will pay more for a brand that stands for something that aligns with their beliefs. Your content should reflect your core values.

10. People Are Listening

By 2022 over 50% of searches will be done by voice. Be the early bird and make sure your brand is ready.





SECTION 1

Marketing Planning + Research

How much do you rely on your GPS when you're headed to a destination you've never been to before? You couldn't live without it, right?

(Yeah, us too!)

It tells you how long the route will take, what roadblocks might be along the way, and will even redirect you if a better route becomes available.

Marketing planning is like GPS for your practice's business goals. BUT you have to know where you want to go - the destination - to even get started.

The planning exercises in Section 1 will help you determine your destination, the best route to take, and even the roadblocks you might encounter.

Yes, this takes time and effort.

BUT...

Your strategy becomes your "GPS" - you'll KNOW your destination AND the path to get there in the most straightforward way (no more driving around aimlessly!)

Let's go!



Last Year's Marketing and KPIS

Marketing Channel	Investment: Time and/or Money	Executed successfully?	Would we do this again this year?
New website			
Monthly search optimization			
Monthly local SEO			
Paid SEM: Google, Bing, etc.			
Social media			
Paid social ads: Facebook, YouTube, etc.			
Content marketing			
Video creation and optimization			
Email campaigns			
Targeted campaigns (referrals, reviews, etc.)			
Direct mail			
TV advertising			
Print advertising			
Other:			

OVERVIEW:

What worked? What didn't work?

KPIS (KEY PERFORMANCE INDICATORS)

AVG. NEW PATIENTS/MONTH		AVG. REVENUE/MONTH	
RECALL AND RETENTION RATES		REACTIVATION RATE	
TREATMENT ACCEPTANCE		UNSCHEDULED TREATMENT	





LEARN

SWOT

The SWOT exercise helps identify the internal and external factors affecting your ability to get to practice goals.

SWOT stands for **STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS.**

Let's break them all down:

- **STRENGTHS:**

This one is the most fun, and often the easiest. Identifying your strengths allows you to build on them to meet business objectives.

- **WEAKNESSES:**

It's not always super fun to review and identify weaknesses, but knowing these gives us the chance to correct as needed.

- **OPPORTUNITIES:**

We're going to look for opportunities that lie ahead, which is really helpful for planning, goal-setting, and even hiring.

- **THREATS:**

Threats are serious barriers to your business that need to be addressed ASAP.

STRENGTHS	WEAKNESSES
What makes your practice awesome? What makes your team awesome? What set your practice apart from other practices in your area? What technology/inventories/CE/etc. do you have that competitors don't have? What factors consistently result in new patients? What would your competitors say are your greatest strengths? Other strengths:	What do your patients say needs improvement? What do your team members say needs improvement? What internal processes need improvement? What technology limitations do you have? What external limitations do you have? What factors contribute to reduced production or recall? What would your competitors say are your biggest weaknesses? Is your doctor stuck in an old-school marketing mindset? Other weaknesses:
OPPORTUNITIES	THREATS
Are there more production opportunities in your current schedule? Could you add hours (early, late, lunchtime, weekends)? Is there opportunity to add a new hygienist? New associate? Can you add new treatments? Technology? Can you better help patients overcome a barrier? (i.e. in-house savings plan, etc.) What isn't your competition doing that you could when it comes to marketing? (i.e. video, ads, etc.) Are there any community businesses you could cross-promote with? Other opportunities:	What are your barriers? What's preventing you from reaching goals? Is your technology obsolete or going to be obsolete? Are your competitors offering something better? Newer? More convenient? Less expensive? Do you have cash flow or debt issues? Do you have HR or team issues? Are there any external threats? (economic downturns, new competitor, etc.) Other threats:



Click here!

to watch a brief video with more information about the SWOT exercise.

(Link not working? Type youtu.be/K0B0ouNEo6w into your web browser to watch.)



SWOT Analysis

Year: _____

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS





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Customer Persona

AKA: Customer Avatar

Defining a Customer Persona (or customer avatar) is a critical step to help you optimize and refine your overall marketing messaging.

When we say “imagine your ideal customer,” a good place to start might be with a favorite patient – the type of patient you want more of. If this patient walked through the door every day, you’d be thrilled.

Close your eyes and picture them in your mind. Then, fill in the next page with information about this “dream patient.”



Click here!

to watch a brief video with more information about defining your customer persona.

(Link not working? Type youtu.be/17fb4HtoJ_M into your web browser to watch.)



Customer Persona *AKA: Customer Avatar*

DEMOGRAPHICS (gender, age, income, industry, marital status) _____

What are their desires? (What do they daydream about?) _____

What are their personal and professional goals? _____

What are their hobbies and interests? (What do they spend time and money on?) _____

What do they search for on Google? _____

What are their favorite brands? _____

What are their guilty pleasures? _____

Which social media platforms are they most active on? _____

What's their communication preference? (Phone call? Text message?) _____

What are their fears? (What keeps them up at night... and not in a good way!) _____

What are their limiting beliefs? _____

What embarrasses them? _____

Which of your services would they be interested in? _____

Which of your services might they need, but not be aware they need? _____

How would these services benefit them? _____

How would these services align with their dreams and goals? _____

How would these services overcome their fear or embarrassment? _____

What challenges would they face to say yes to these services? _____

What would help them overcome those challenges? _____



Competitor Analysis

Competitor: _____

Print copies of this page to fill out for your top 3-5 competitors.

WEBSITE

What does their website look like? _____

Does it look newer than yours? Yes No

Does it have better photography than yours? Yes No

Does it have more content? Yes No

Is the content new, fresh, and engaging? Or is it outdated? _____

Do they have videos on their website? Yes No

Do they feature any current promotions or special offers? If so, what are they? _____

Do they feature reviews, testimonials, or case studies on their website? Yes No

SOCIAL MEDIA + ONLINE PRESENCE

Are they active on social media? Yes No

If so, which social networks are they using? _____

When was the last time they posted? _____

How often do they post? _____

How many followers do they have?

Facebook _____ Instagram _____ YouTube _____ Twitter _____ Pinterest _____

Do they have videos on their YouTube channel? Yes No

How many views are their videos getting? _____

How many Google reviews do they have? _____

Are they using Google ads? Yes No

Do they show up on page 1 of search results? Yes No

OTHER MARKETING EFFORTS

What forms of local advertising are they currently investing in (that you're aware of)?

(TV ads, billboards, magazine ads, direct mail, etc.) _____

SUMMARY

How is their messaging stronger or weaker than yours? _____

What are their top strengths? _____

What are their main weaknesses? _____

Additional notes: _____





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UVP: Unique Value Proposition

Let's talk about your UVP, or "unique value proposition."

- This is not just a catchy tagline or slogan.
- It's not about your product or service.
- It's not WHAT you do or HOW you do it.
- It's your WHY - your unique identifier, your value, your purpose.

It helps you articulate the benefits you offer, how you solve problems, ultimately WHY patients should CHOOSE YOU over the other practices in the area.

The benefit of this exercise is that once you've defined your UVP, you can step back and evaluate working it into your marketing... and that's where the magic happens!



Click here!

to watch a brief video
about defining your UVP.

(Link not working? Type youtu.be/_B5oIWVf0q8 into your web browser to watch.)



Unique Value Proposition

What do we believe? Why do we have this strong belief?	
What's the value of what we do? How does it benefit others?	
What are our customers' primary problems?	
How do we solve those problems?	
How are we different than our competitors?	
Why should customers choose us over our competitors?	

Take this information and connect your beliefs, values, and difference in 1-2 sentences.

OUR UVP	
---------	--

How will we communicate our unique value more clearly in our branding and marketing?	
Are there products or services we should add to better deliver on our UVP for our customers?	





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Mission Statement + Core Values

Your mission statement is a brief description of why your organization exists and the purpose it serves.

Your core values are the guiding principles that influence and drive every area of your organization.

Technically, neither of these are “marketing materials” per se. They’re fundamental principles that guide your business.

So why have we included them here in your Marketing Action Plan?

- When was the last time you revisited your mission and core values?
- Do you even have them defined?
- Are they visible somewhere within the practice (other than in the dusty old HR binder)?
- Is your entire team aware of what they are?
- Are they driving daily decisions, actions, and attitudes?

Sometimes it’s really helpful to revisit them to make sure they’re still accurate and aligned with your current goals. Then, get the entire team’s buy-in. Make sure everyone is aware of them and how they impact every single element of day-to-day operations.

How are they tied to your marketing?

If your entire team is supporting the mission and living by your core values, that will infuse into the entire patient experience, in-person and online communications, and your brand’s overall reputation. Remember... everything is marketing!



Mission Statement Wizard

Your mission statement is a **brief description** of why your organization exists and the purpose it serves.

Why does your organization exist?

Which of your (and your team's) qualities and traits are driving the business forward?

What is the problem you solve?

What is the difference you want to make in the world?

Who do you serve?

Based on your answers above, draft out a single sentence that encapsulates your organization's mission. Remember: A successful mission statement does not focus on **WHAT** you do or **HOW** you do it, but rather **WHY**.

YOUR MISSION STATEMENT:



Core Values Wizard

Your core values are the **guiding principles** that influence and drive every area of your organization.

From this list, select the values that are most important to you personally.

If you think of something that is not on the list, write it in the blank spaces provided.

Abundance	Dependability	Leadership	Safety
Accountability	Diversity	Learning	Security
Achievement	Empathy	Love	Self-Control
Advancement	Encouragement	Loyalty	Selflessness
Adventure	Enthusiasm	Making a Difference	Serving Others
Appreciation	Ethics	Mindfulness	Simplicity
Attractiveness	Excellence	Motivation	Spirituality
Balance	Fairness	Open-Mindedness	Stability
Boldness	Family	Optimism	Success
Brilliance	Flexibility	Originality	Teamwork
Calmness	Freedom	Passion	Thankfulness
Caring	Friendship	Peace	Thoughtfulness
Challenge	Fun	Performance	Trustworthiness
Charity	Generosity	Personal Development	Understanding
Cheerfulness	Grace	Popularity	Uniqueness
Cleverness	Growth	Power	Usefulness
Collaboration	Happiness	Preparedness	Versatility
Commitment	Health	Proactive	Vision
Community	Honesty	Professionalism	Warmth
Compassion	Humility	Quality	Wealth
Consistency	Humor	Recognition	Well-Being
Cooperation	Independence	Relationships	Wisdom
Creativity	Individuality	Reliability	Zeal
Credibility	Innovation	Resilience	_____
Curiosity	Inspiration	Resourcefulness	_____
Daring	Intelligence	Responsibility	_____
Decisiveness	Joy	Responsiveness	_____
Dedication	Kindness	Risk Taking	_____



Core Values Wizard (CONTINUED)

Take your selected values and create 3-5 groups of similar or connected values.

--	--	--	--	--

Within each group, choose one value that's MOST important to you. Remember - there are no right or wrong answers - choose what's right to YOU. Write those values here.

--	--	--	--	--

Based on the above exercise, answer the following question:

What are the values I aspire to live by every day?

--

Take your core values and list them below. After each, write one defining sentence that describes how your organization embodies that specific value.

--





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Team Marketing Brainstorm

We want to help your team to develop a “marketing mindset.” This means everyone on the team is actively looking for ways to help the practice THRIVE!

To create a new marketing culture in the practice, each team member needs to understand their role in the practice’s success. Every interaction they have with patients is a marketing opportunity. We want the team to feel like a part of the process - responsible for the practice’s success.

Schedule a marketing brainstorming meeting with your team at least once per quarter, and use the questions on the following pages as a “jumping off point” to get the ideas flowing!



Team Marketing Brainstorm

Can we improve our referral program?

Jot down ideas to improve existing program or create a new one, as well as how to promote it as a team.

What can we do to get more Google reviews?

Brainstorm together what ideas would work best for your team and patients: post-op text message, printed cards, demonstrating how to leave a review in person with the patient, signage throughout the office, etc.

What can we do to get in front of new potential patients in the community?



Team Marketing Brainstorm

What can we do to create stronger relationships with referring practices?

Do we have any new ideas for social media?

What videos could we shoot for social media?

Use a smartphone to shoot 1-2 minute videos to teach, answer questions, or show off your practice's personality and culture.



Team Marketing Brainstorm

Any new ideas for blog posts?

Tip: Real questions your patients ask are a great place to start for topic ideas!

What can we do to build stronger relationships with existing patients?

Do we have any new ideas to reactivate inactive patients?



Marketing Planning + Research Summary

KEY TAKEAWAYS

SWOT

Key Takeaways:

What we plan to do
with what we've identified:

CUSTOMER PERSONA

Key Takeaways:

What we plan to do
with what we've identified:

COMPETITION

Key Takeaways:

What we plan to do
with what we've identified:

UVP

Key Takeaways:

What we plan to do
with what we've identified:



Marketing Planning + Research Summary

4 TOP MARKETING PRIORITIES FOR THIS YEAR

1.

2.

3.

4.

Other priorities to save for later:



SECTION 2

12-Month Marketing Action Plan

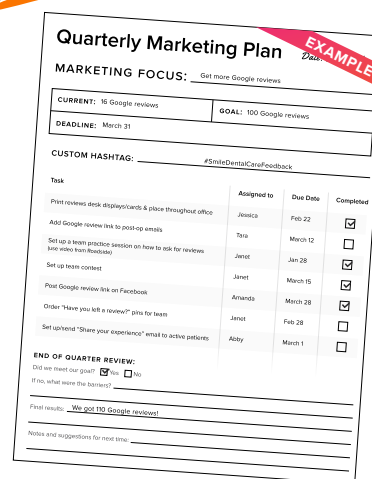
Go-time!

Phew! We've already accomplished a LOT!

Now, it's time to take all of the information we gathered in Section 1, and put it to practical use.

What needs did you uncover? Which priorities are most urgent?

Using this information, determine your goals for the upcoming year, and choose a focus for each quarter. We recommend focusing on ONE primary marketing goal each quarter. The following worksheets are designed to help you then identify and delegate all of the marketing tasks to support that goal.



Quarterly Marketing Plan *EXAMPLE*

MARKETING FOCUS: Get more Google reviews

CURRENT: 16 Google reviews	GOAL: 100 Google reviews
DEADLINE: March 31	

CUSTOM HASHTAG: #SmileDentalCareFeedback

Task	Assigned to	Due Date	Completed
Print reviews desk display/cards & place throughout office	Jessica	Feb 22	<input checked="" type="checkbox"/>
Add Google review link to post-up emails	Tara	March 12	<input type="checkbox"/>
Set up a team practice session on how to ask for reviews (see video from Roadside)	Janet	Jan 28	<input checked="" type="checkbox"/>
Set up team contact	Janet	March 15	<input checked="" type="checkbox"/>
Post Google review link on Facebook	Amanda	March 28	<input checked="" type="checkbox"/>
Order "Have you left a review?" pins for team	Janet	Feb 28	<input type="checkbox"/>
Set up email "Share your experience" email to active patients	Ashley	March 1	<input type="checkbox"/>

END OF QUARTER REVIEW:
Did we meet our goal? ☒ Yes ☐ No
If no, what were the barriers?
Final results: We got 100 Google reviews!
Notes and suggestions for next time:



Click here!

to watch quick tips to help go from goals to go-time!

(Link not working? Type youtu.be/l_q_UPoV2ts into your web browser to watch.)

This Year's Marketing Goals

Year: _____

QUARTER 1 January February March Primary Marketing Focus: Current: Goal:	QUARTER 2 April May June Primary Marketing Focus: Current: Goal:
QUARTER 3 July August September Primary Marketing Focus: Current: Goal:	QUARTER 4 October November December Primary Marketing Focus: Current: Goal:



Quarterly Marketing Plan

Date: _____

MARKETING FOCUS: _____

CURRENT:	GOAL:
DEADLINE:	

Task	Assigned to	Due Date	Completed

END OF QUARTER REVIEW:

Did we meet our goal? Yes No

If no, what were the barriers? _____

Final results: _____

Notes and suggestions for next time: _____



Quarterly Marketing Plan

Date: _____

MARKETING FOCUS: _____

CURRENT:	GOAL:
DEADLINE:	

Task	Assigned to	Due Date	Completed

END OF QUARTER REVIEW:

Did we meet our goal? Yes No

If no, what were the barriers? _____

Final results: _____

Notes and suggestions for next time: _____



Quarterly Marketing Plan

Date: _____

MARKETING FOCUS: _____

CURRENT:	GOAL:
DEADLINE:	

Task	Assigned to	Due Date	Completed

END OF QUARTER REVIEW:

Did we meet our goal? Yes No

If no, what were the barriers? _____

Final results: _____

Notes and suggestions for next time: _____



Quarterly Marketing Plan

Date: _____

MARKETING FOCUS: _____

CURRENT:	GOAL:
DEADLINE:	

Task	Assigned to	Due Date	Completed

END OF QUARTER REVIEW:

Did we meet our goal? Yes No

If no, what were the barriers? _____

Final results: _____

Notes and suggestions for next time: _____





SECTION 3

Marketing Resources + Tools from Roadside

You've put in the work to create your Marketing Action Plan... way to go!!!

We want to help set you up for success, so we've included several tools we use with our practices to help them with their internal marketing. These tools and resources have been tested and refined with input from hundreds of REAL practices – so we know you'll love them!

Step on it! 



Social Media Tracking

MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

Use this to track your followers on various social networks. Log your starting number and date and then the ending number after a period of time (we recommend tracking for three months at a time).

Platform	Start	End	+ / -
 Instagram			
 Facebook			
 YouTube			
 Twitter			
 Pinterest			
 LinkedIn			
 Email List			

NOTES:



Monthly Marketing Planning

MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

Month: _____

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>

NOTES/FOCUS:



Weekly Checklist

Date: _____

MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

Believe it or not, you and your team can accomplish simple marketing tasks in just a few minutes a day!

How to use this checklist: Fill it in together as a team during Monday's morning huddle. Make it fun - bring in lattes and treats and ask the team for fun ideas for social media, getting reviews, and blogging. Team members will feel more ownership if they have a share in brainstorming the ideas and volunteering for the tasks they're most interested in! Assign tasks and check back in at the end of the week to review. Ready, set ... GO!

WHAT'S OUR MARKETING FOCUS?

DISCUSS AS A TEAM: WHAT ARE OUR GOALS FOR THIS WEEK?

Task	Assigned to	Completed
Write & publish a blog post; promote it on social media.		
Shoot a smartphone video.		
Take a fun photo with a patient.		
Schedule social posts.		
Respond to comments on social media.		
Respond to comments on blogs.		
Record a short video of a team member.		
Show a patient how to leave a review online.		
Help a patient "like" our Facebook page.		
Tell a patient about our referral program.		

Patients to show how to leave a review: _____

Patients to tell about our referral program: _____



30 Days of Social Media Content Ideas

MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

A MONTH OF MARKETING INSPIRATION

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
		Give a virtual "high-five" to an employee in the practice who killed it this week	Post a common question w/ the answer + a link to a page on your website with more info	Share a "behind the scenes" video	Show your face! Snap a selfie while working	Share a video tour of the office
Review a product your audience would be interested in	Link to a blog or profile you admire that your patients would love too	Share an inspirational or funny quote relating to dentistry	"On the go" - traveling to/ from the office or at an event	Take a photo of a unique piece of technology and say how it benefits patients	Re-share an older blog post	Share three reasons you love what you do
Ask your peeps to follow you on another platform	Share an article that answers a common question from patients	Give a sneak peek of a new service or technology	Employee spotlight - interview one of your employees	Calendar of events - what's coming up in the practice or community?	FAQ about a specific service	Recommend your favorite restaurant
Share your referral program	Take a brief video testimonial of a patient	Describe how you use reviews to improve your practice	Tell people why you decided to become a dentist	Throwback - share a childhood photo	Recommend a book you're loving right now	Share a silly comic or funny video related to dentistry
Snap a photo of something that helps you get through your work day	Team selfie! Snap a fun photo during your morning huddle	Give another small business in the community a shout out	Post last-minute appointment openings			



Dental-Related Hashtags

Use these hashtags below in your posts. Some hashtags are more competitive than others based on the amount of posts, which could affect how much exposure your post will get. Hashtags for each category are listed in a general order of difficulty.

RESTORATIVE DENTISTRY:

#restoratedentist
#restoratedentistryspecialists
#restoratedental
#neuromusculardentistry
#missingteeth
#missingtooth
#restoratedentistry
#prosthodontics

COSMETIC DENTISTRY:

#improveyoursmile
#improveyoursmiletoday
#improveyoursmilenow
#improveyoursmileimproveyourlife
#improveyoursmilein1hour
#lifechangingsmiles
#smilebeforeandafter
#smilebeforeafter
#hollywoodsmiles
#smiletransformation
#newsmile
#newsiles
#beautifulsmiles
#perfectteeth
#cosmeticdentistry
#cosmeticdentist
#smilemakeover
#smiledesign
#hollywoodsmile
#perfectsmile
#aestheticdentistry
#estheticdentistry

VENEERS:

#dentalveneers
#porcelainveneers
#compositeveneers
#emaxveneers
#veneers_smile
#celebritysmile
#veneers

PEDIATRIC / KIDS DENTISTRY:

#kidsdentalcare
#pediatricdentist
#kidsdentist
#kidsdentistry
#kidsdental
#childrensdentistry
#childrensdentist
#pediatricdentistry

TEETH WHITENING:

#teethwhiten
#professionalteethwhiteningkit
#teethwhitener
#teethwhiteningkit
#whitesmiles
#professionalteethwhitening
#teethwhiteningtraining
#teethwhitening
#whiteteeth
#whitesmile
#pearlywhites

EMERGENCY:

#dentalemergencies
#dentalemergencyservice
#dentalemergenciesonly
#dentalemergencyservices
#dentalemergency24h
#emergencydentalcare
#emergencydentist
#emergencydental
#dentalemergency
#toothpain

FAMILY DENTISTRY:

#familydentalcare
#familydentists
#familydentistry
#familydentalclinic
#familydentist

INVISALIGN & ALIGNERS:

#invisalignproblems
#invisaligndentist
#invisaligndentists
#invisalignresults
#invisaligndoctor
#invisalignprovider
#invisalignsmile
#invisalignteen
#invisalignbeforeandafter
#invisalignjourney
#invisalignsmile
#clearaligners
#clearaligner
#invisalign

CROWN/CEREC:

#ceredentist
#ceredentistry
#ceredentists
#cereccrowns
#samedaydentistry
#samedaycrown
#singlevisitdentistry
#dentalcrownsandbridges
#dentalcrownspecial
#dentalcrowns
#dentalcrown
#samedaycrowns
#cerecdctors
#cerec

DENTAL IMPLANTS:

#dentalimplantssurgery
#implantdentures
#implantdenture
#dentalimplant
#dentalimplantsurgery
#dentalimplantology
#implantdentistry
#implantdentist
#dentalimplants



Dental-Related Hashtags

DENTAL HYGIENE:

#flossyourteeth
#healthysmilesforlife
#oralhygieneisimportant
#oralhygieneinstructions
#dentalcheckup
#brushyourteeth
#dentalhygiene
#dentalcleaning
#oralhygiene
#oralhygienetips

GENERAL DENTAL TERMS:

#dentalclinic
#dentaloffice
#dental
#dentalhygienist
#dentalassistant
#dentist
#dentistry
#dentistlife

DENTAL FEAR:

#dentalfear
#dental fears
#dentalanxiety
#dentalanxietyisreal
#fearofdentist
#fearofdentists
#dentalphobia
#dontfearthedentist
#lovethedentist
#ilovethedentist

BOTOX:

#botoxdentist
#preventativebotox
#botoxformen
#botoxcosmetic
#botoxbeforeandafter
#botoxfiller
#botoxfacial
#antiagingtreatment
#antiagingtreatments
#antiagingtips
#antiagingskincare
#youthfulskin
#botox
#aginggracefully
#skingoals

SMILING:

#startyoursmilejourney
#confident smiles
#smile designer
#smileoften
#smileandbehappy
#smilebig
#smileoftheday
#smileisthebestmakeup
#smile day
#smilejourney
#smileon
#smiletoday
#healthysmile
#smilewithconfidence
#loveyour smile
#smilelikeyoumeanit
#smile
#smilemore
#smile 😊
#smile 😊
#smiles 😊
#smiles
#smilealways
#smilesmilesmile
#smileeveryday
#smileforever
#smilefordays
#beautifulsmile

ORTHODONTICS:

#clearbracesmile
#clearbracesmile
#bracesoff
#bracesbeforeandafter
#braceslife
#bracesproblems
#clearbraces
#straightsmile
#teethstraightening
#orthodontics
#braces
#straightteeth

BRIDGES:

#dentalbridges
#dentalbridgework
#dentalbridge
#crownandbridge

SEDATION DENTISTRY:

#sedationdentistryrocks
#sedationdentist
#dentalsedation
#sedation
#sedationdentistry

ROOT CANALS:

#rootcanaltreatment
#rootcanaltreatments
#rootcanalretreatment
#painlessrootcanal
#toothsensitivity
#rootcanals
#rootcanaltreatment
#rootcanaltherapy
#rootcanalspecialist
#rootcanal
#endodontics

FREE CONSULTATIONS + SECOND OPINION:

#getsecondopinion
#secondopinions
#secondlook
#freeconsultations
#freeconsult
#secondopinion
#freeconsultation

MISC:

#dentistsofinsta
#smiletips
#dentalofficelife
#dental tips
#dentistrylove
#dentistrylifestyle
#dentistryhumor
#dentistryisfun
#bestdentist
#bestdentistever
#weloveourpatients
#instadentist
#dentistsofinstagram
#dentallife
#dentistrylife
#dentistryworld
#dentistrymyworld



How to Regularly Interact with Your Audience

- 1 PLAN.** Set aside a reasonable amount of time each day or each week to review your feed and interact with others (we recommend 10-15 minutes daily).
- 2 RESPOND.** Respond to comments on your posts. Answer questions, interact, thank followers for their engagement, etc. Consider asking follow-up questions when appropriate to keep the conversation going!
- 3 INTERACT.** Scroll through your feed with the aim to comment on a few posts by others. There's no need for your comment to be salesy or promotional - just be conversational!
- 4 RESHARE.** While reviewing your feed, keep an eye out for content to reshare. This should be content your audience would find interesting, funny, or valuable. Aim to reshare 1-2 posts each week.
- 5 MONITOR GROUPS.** Check your Facebook Groups for activity and review if there are any conversations you can contribute to or if there's a conversation topic you can raise. Look for opportunities to be of service, answer questions, and help others.

GROWTH TIPS FROM USING HASHTAGS:

- Don't feel like you need to use all these hashtags in each post! Choose 5-10 hashtags most relevant to the topic you're posting about.
- Consider placing the hashtags in a comment instead of in the caption to look less spammy.
- If you're active on Twitter and Instagram, use these hashtags there as well.
- Use a mix of hashtags based on competitiveness to diversify your potential reach.



Basic Blog Formula

MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

1. Choose Your Topic.

- Decide on a direction and purpose for your blog.

2. Write the Introduction.

- Consider why your reader will be interested in your blog, and add a “hook” to keep reading.

3. Follow with Three Supporting Sections.

- Include clear subheadings that give an idea of what the section is about.
- Provide supporting details. Answer who, what, why, and how.
- Use bullet points to list facts, examples, expert opinions, etc.
- Outline the benefits of your topic for the reader. “What’s in it for me?”

4. Wrap Up with the Conclusion.

- Tie back to your introduction.
- Summarize the main points and emphasize the benefits for the reader.
- Motivate the reader to take the next action. Make it clear and specific.

5. Make it Great!

- Add a quote.
- Add links to supporting or related information.
- Add images or video.
- Proofread.

6. Share it.

- Post a link to the blog post on your social media accounts - Facebook, LinkedIn, Twitter, etc.
- If you send patients regular email newsletters, include a link to your new blog post.
- If you mentioned or linked to any local businesses or organizations, reach out to them via social media and share the link. Ask if they’ll share the post with their followers.



Blog Topic Ideas

MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

Create a how-to blog.

How to floss like a boss.

Create a top tips blog.

Top tips to keep your teeth white after whitening.

Share three resources.

Our three favorite restaurants in Spokane!

Make a list.

5 important things to remember after a tooth extraction.

Make a cheat sheet.

Cheat sheet: Tips to keep your smile healthy between checkups.

Explain a passion.

Giving free dentistry to those in need in Haiti.

Write about what's happening now.

Behind the scenes of our office remodel.

Answer customer questions.

Your top dental insurance questions - answered!

Write about what's trending.

Oil pulling - what is it? Does it really work?

Share a current promotion.

Refer your friends and reap the rewards!

Share a case study.

See how implants changed Hannah's life and confidence!

Write about a local place.

3 things to do in Spokane this weekend.

Share healthy lifestyle tips.

Healthy recipe of the month: Grilled citrus salmon.

Explain industry information.

How Velscope screening is saving lives.

Interview someone.

Ask Dr. Smith: Is teeth whitening actually safe?



Hello!

I hope you've enjoyed the tools in your 12-Month Marketing Action Plan Workbook!

Within its pages, we've included our favorite resources to help you formulate a winning marketing game plan year after year.

We know, however, that it **can be a big challenge to find the time and resources** to implement your marketing plans effectively to reach the biggest ROI.

If that's a challenge you're facing, **I'm here to help.**

Before joining Roadside, I spent 20+ years in dental practices, so I know what it feels like to wear a LOT of different hats and to have an overwhelming number of "to-do's" on the to-do list.

I'd like to invite you to book time on my calendar (simply click the button below) to find out how we can help you reach your revenue and business goals.

BOOK A NO-OBLIGATION APPOINTMENT

Click here!

If you have any trouble with the button, you can also type tinyurl.com/angela-rs-chat into your internet browser.



ANGELA BYRNES, Director of Client Services

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Website Design

Logo Design

Printed Marketing Materials

Social Media DIY Tools
+ Coaching

Search Engine Optimization

Local Search Optimization

Content Marketing

Video Creation
+ Optimization

Reviews + Reputation

Lead Generation

Pay per Click Ads

Facebook Ads