

DENTAL MARKETING PLAN



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GET SMART WITH GOALS!

You need a goal if you're going to get results! SMART goals allow you to have something that is measurable, and it is something you can base all of your content around.

THE BASICS

SPECIFIC - GET DOWN TO THE NITTY GRITTY!

MEASUREABLE - HOW WILL YOU MEASURE IT?

ATTAINABLE - 15% - 20% GROWTH IS USUALLY REASONABLE

RELEVANT - DOES IT ACTUALLY HELP PETS & THE CLINIC?

TIMELY - PUT A TIMELINE/DEADLINE ON IT

PUT IT IN ACTION

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QUESTIONS

WHY IS THIS SMART GOAL IMPORTANT?

WHO WILL ASSIST YOU?

HOW WILL YOU TRACK YOUR PROGRESS?

HOW WILL YOU CELEBRATE YOUR SUCCESS?

ANYTHING ELSE YOU NEED TO BRAINSTORM ON?

HERE'S SOME SPACE!

LIGHTS, CAMERA, CHECKLISTS!

Now that you have a SMART goal, it's time to get everything you need ready. These checklists will help you prepare, and then you'll be able to plan your own unique weekly schedule in the next section. These are just guidelines, so be sure to add your own special flare! If you're feeling stuck, we have tips and prompts for you on the weekly breakdowns.

DEFINE PROMO/GIVEAWAY: IDEA: EVERY PATIENT WHO GETS A DENTAL WILL BE ENTERED TO WIN "X" GIFT CERTIFICATE/LOYALTY REWARD POINTS TO YOUR PRACTICE. FOR EACH CLIENT THAT PURCHASES A DENTAL PRODUCT, THEY RECEIVE A SMALL GIFT OR ITEM OF SIMILAR VALUE. BLOG POST TOPIC PROMPTS: SIGNS THAT A PET NEEDS A DENTAL VIDEO IDEAS: HOW MUCH TO BRUSH YOU PET'S TEETH WHAT HAPPENS DURING A DENTAL SOCIAL MEDIA POSTS: IN YOUR SOCIAL MEDIA POSTS, BE SURE TO INCLUDE A CALL TO ACTION (CTA) TO SCHEDULE AN APPOINTMENT ON YOUR WEBSITE OR TO YOUR CORRELATING BLOGS (SEE THE WEEKLY BREAKDOWN FOR OUR BEST TIPS.)

FACEBOOK

INSTAGRAM

DIGITAL ADVERTISING
FACEBOOK & INSTAGRAM ADS - DIRECT PEOPLE TO BOOK AN APPOINTMENT ON YOUR WEBSITE.
WEBSITE
UPDATE YOUR CURRENT INFO FOR THE FOLLOWING:
LANDING PAGE: FEATURE THE DETAILS FOR YOUR PROMO
■ ADD THE LINK TO YOUR INSTAGRAM PROFILE OR INSTAGRAM SPECIFIC LANDING PAGE.
EMAIL MARKETING: PLAN FOR ONE EMAIL PER WEEK = A TOTAL OF 4 EMAILS (SEE WEEKLY BREAKDOWN FOR WRITING PROMPTS)
TARGET AUDIENCE: YOU'LL WANT TO FOCUS ON REACHING CLIENTS WITH PATIENTS WHO ARE OVERDUE ON DENTAL EXAMS AND DENTALS
DIGITAL COMMUNICATIONS
PUSH NOTIFICATIONS: ONE NOTIFICATION PER WEEK = A TOTAL OF 4 NOTIFICATIONS (SEE WEEKLY BREAKDOWN FOR WRITING PROMPTS)
CHECK YOUR REMINDERS
■ ARE YOUR SERVICE REMINDERS WORKING PROPERLY?■ ARE YOUR SMS REMINDERS WORKING PROPERLY?
SIGNAGE
CREATE FLYERS WITH DETAILS FOR YOUR PROMO/GIVEAWAY TO HANG IN THE LOBBY, EXAM ROOMS, OR ANYWHERE IN THE PRACTICE YOU DESIRE. FOR MOBILE PRACTICES, CONSIDER PUBLISHING YOUR FLYERS IN BUSY AREAS IN YOUR COMMUNITY.
SETUP YOUR LOBBY BOARD TO WELCOME NEW PATIENTS OR PATIENTS COMING IN FOR DENTALS AND DENTAL EXAMS. PRO TIP: CREATE A SPREADSHEET WITH A LIST OF NAMES OF PATIENTS EXPECTED TO COME IN. THIS WILL ALLOW YOUR STAFF TO WRITE AND WELCOME PATIENTS ON THE LOBBY BOARD EFFICIENTLY.
IF YOU HAVE COMPUTERS IN YOUR EXAM ROOMS, CREATE SCREENSAVER SLIDES WITH INFORMATION ON DENTAL HEALTH (STATS AND FACTS) AND YOUR PROMO.
IN CLINIC
SPREAD THE WORD ABOUT YOUR REFERRAL PROGRAM AND SHARE THE DETAILS WITH YOUR CLIENTS, WHO ARE IN-PERSON VISITING. BEFORE YOUR LAUNCH DATE, MAKE SURE YOUR TEAM IS UP TO SPEED ON YOUR CURRENT REFERRAL PROGRAM.
CREATE AND POST TOOTH POSTERS FOR EACH PATIENT THAT GETS A DENTAL.

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pa-push it real good!

Your content is ready, and all your promo ducks are in a row! Now it's time to plan out when you will pa-push each part of your marketing out into the world. We've broken it down into weekly chunks and checklists, so use this space to customize your own specific timing.

Email Week 1: Announce the giveaway!

Email tip: In this email, share the link to your giveaway landing page. If you have a referral program, share the details in this email too.

Push Notification #1: Announce the giveaway!

Text Tip: "We're giving away "X"! Are you entered?"

Social Media: Facebook & Instagram

Facebook Posts Week 1

Post #1: Announce the giveaway!

<u>Graphic Tip:</u> Use simple but eye-catching details when designing your graphic. Also, include your own photos when possible.

<u>Caption Tip:</u> Tease your followers with only some of the promo details. Then, direct them to visit your giveaway landing page.

Post #2: Quiz your audience on dental health.

<u>Graphic Tip:</u> Create a graphic with your question typed. out. Ex: QUIZ: How many teeth do cats have?

<u>Caption Tip:</u> Encourage everyone to share their guesses in the comments. Direct the audience to view your landing page.

Instagram Posts Week 1

Post #1: Announce the giveaway!

<u>Graphic Tip:</u> Use simple but eye-catching details when designing your graphic. Also, include your own photos when possible.

<u>Caption Tip:</u> Tease your followers with only some of the promo details. Then, direct them to visit your giveaway landing page through the link in your bio. Make sure to include local hashtags, like city and county.

Post #2: Show a content patient while they wait for dental.

Graphic Tip: Add your logo to your photo.

<u>Caption Tip:</u> Tell your patient's story and why they are at your practice. Include a call to action (CTA) that asks your clients to visit your landing page through the link in your bio.

Post #3: Show a photo of your staff hanging up your dental posters.

<u>Graphic Tip:</u> Add your logo to your photo.

<u>Caption Tip:</u> Explain what the tooth posters mean and how followers can get their pet a poster. Direct them to visit the link in your bio.

Story: Announce the giveaway!

<u>Graphic Tip:</u> Take a picture of your staff with big smiles.

<u>Caption Tip:</u> Share some of the details for your promo. Direct people to visit the link in your bio for more details on your contest.

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Email Week 2: Educate on when it's time for a dental.

Email tip: Share the link to the blog on signs of when a dental is needed.

Push Notification #2: Educate on when it's time for a dental.

Text Tip: "Does your pet need a dental? Find out!"

Social Media: Facebook & Instagram

Facebook Posts Week 2

Post #1: Show a picture of a pet's mouth open and staff pinching their noses to show bad breath.

<u>Graphic Tip:</u> Add text to your photo that somehow expresses smelly breath.

<u>Caption Tip:</u> Educate on how bad breath is an indicator that pets need a dental.

Post #2: Quiz your audience on dental health.

<u>Graphic Tip:</u> Create a graphic with the question typed out. EX: How many teeth do adult dogs have?

<u>Caption Tip:</u> Encourage everyone to share their guesses in the comments. Direct the audience to view your landing page.

Instagram Posts Week 2

Post #1: Show a picture of a pet's mouth open and staff pinching their noses to show bad breath. Graphic Tip: Add your logo to your photo.

<u>Caption Tip:</u> Educate on how bad breath is an indicator that pets need a dental. Encourage people to read your blog on signs that pets need a dental via the link in your bio.

Post #2: Show a picture of a staff member holding their mouth like they have a toothache.

Graphic Tip: Add your logo to the photo.

<u>Caption Tip:</u> Educate on signs of dental disease. Tell people to read your blog on signs that pets need a dental via the link in your bio.

Post #3: Show a photo of a patient's dirty mouth.

<u>Graphic Tip:</u> Add your logo to the photo.

<u>Caption Tip:</u> Explain how dental health affects a pet's heart health. Direct people to learn more via the link in your bio.

Story: Show the extensive support offered to the patient during the dental procedure (warmth, monitors, staff, etc.)

Graphic Tip: Take your followers on a video tour.

<u>Caption Tip:</u> Summarize each slide in a textbox. Encourage followers to learn more about dentals by visiting your landing page via the link in your bio.



Email Week 3: Educate on brushing pet's teeth.

Email tip: Include the link to your blog on how to brush pet's teeth.

Push Notification #3: Reminder to brush pet's teeth.

Text Tip: "Time to brush your pet's teeth!. Our recent blog teaches you how!"

Social Media: Facebook & Instagram

Facebook Posts Week 3

Post #1: Share your video of your staff demonstrating how to brush teeth.

Graphic Tip: Add captions to your video with Facebook's auto-generate option.

<u>Caption Tip:</u> Briefly explain the purpose behind the video. For your CTA, direct the audience to visit your blog for more information.

Post #2: Share a photo of the doctor performing a dental exam

Graphic Tip: Add text that says, "Smile!"

<u>Caption Tip:</u> Explain why dental exams are important. Encourage people to read more on your landing page.

Instagram Posts Week 3

Post #1: Share your video of staff demonstrating how to brush a pet's teeth.

Graphic Tip: Add captions to your video.

<u>Caption Tip:</u> Briefly explain the purpose behind the video. For your CTA, direct the audience to visit your blog for more information via the link in your bio.

Post #2: Show a photo of a pet with a toothbrush and toothpaste before getting teeth brushed. <u>Graphic Tip:</u> Add your logo to the photo.

<u>Caption Tip:</u> Talk about how the pet is getting ready to have their teeth brushed and why. Encourage followers to learn more by visiting your blog via the link in your bio.

Post #3: Share a photo of the doctor performing a dental exam

Graphic Tip: Add text that says, "Smile!"

<u>Caption Tip:</u> Explain why dental exams are important. Encourage people to read more on your landing page via the link in your bio.

Story: Show behind the scene footage of a tech snuggling and recovering a dental patient post-surgery.

Graphic Tip: Use video to capture the moment

Caption Tip: Explain what is happening in the video.

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Email Week 4: Remind your clients about the giveaway.

Email tip: For your call to action, direct people to visit the promo/giveaway landing page on your website.

Push Notification #4: Remind your clients about the giveaway.

Text Tip: "Last chance! Enter to win "X" before [INSERT DATE]"

Social Media: Facebook & Instagram

Facebook Posts Week 4

Post #1: Remind your clients about the giveaway with a picture of a patient being discharged.

Graphic Tip: Add text to your picture, "We'll miss you!"

<u>Caption Tip:</u> Remind your audience to visit your landing page for more information.

Post #2: Show an updated photo of the tooth posters in the lobby.

<u>Graphic Tip:</u> On the photo, add text summarizing the number of dentals performed.

<u>Caption Tip:</u> Celebrate the number of pets your team has helped.

Instagram Posts Week 4

Post #1: Post a reminder for your promo/giveaway.

<u>Graphic Tip:</u> Create a graphic with text saying, "There's still time to enter!"

Caption Tip: Remind your followers of the promo/giveaway you're hosting.

Encourage people to visit the link in your bio for more details.

Post #2: Show a photo of your staff hanging up the dental posters in the lobby.

Graphic Tip: Add your logo to your photo.

Caption Tip: Update everyone on the number of pets your team as helped this month

Post #3: Show a photo of a patient with a huge smile as they are being discharged from the hospital.

Graphic Tip: Add your logo to the photo.

<u>Caption Tip:</u> Ask followers to caption your photo of the patient. Encourage your audience to visit your website via the link in your bio..

Story: Remind your followers of your promo.

<u>Graphic Tip:</u> Share the number of pets your team as helped this month.

Caption Tip: Encourage your followers to visit the link in your bio for details on your promo.

sunday	monday	tuesday	wedn

esday	thursday	friday	saturday