

Smile Message



Modern Dental Marketing Strategies

Many years ago when I started working, the only form of advertising that could be used by a Dental Clinic was listing in the local Yellow pages. Advertising was almost perceived as being 'cheap' in the UK.

Fast forward to the 21st century! The marketing tools and services that are now available can seem overwhelming.

So how do you negotiate this modern marketing maze?

A popular system that can be used is known as the **SMART** approach.

Specific, Measurable, Attainable, Relevant and Time-bound.

An example that can be used to demonstrate this model would be to raise Child Dental Health Awareness.

Specific: Objective is to promote Dental care for children.

Measurable: Record the number of new children (and families) attending the Clinic.

Attainable: Access to local Schools and Daycare facilities.

Relevant: Dental disease in children is both treatable and preventable.

Time-bound: Evaluate campaign impact on business in 3 months.

Taking the online, offline and on site model. Resources available can be utilized in the most effective way.

Online: Online presence alignment with your message is very important.



Website: Your website should provide accessible information regarding your Centers experience and knowledge of the care and provision of Childrens' Dental Health.



Facebook: Posting relevant information on your Centers Facebook page will create two way engagement with your audience and can give great exposure.



You Tube: Visual information is dominant online. Providing informative promotional videos allows your audience to experience what you offer and what sets you apart from your competitors.



Twitter: This can be relevant when you have specific events and allow the audience to spread your message in an organic way.



Instagram: A picture speaks a thousand words. Posting pictures of your events can have a great positive outcome. Once you have a following this becomes an audience you can relay targeted information to.

Offline: Schools can be given information about your services. This may include Clinic visits or participation in School events. This campaign can be promoted using print media using newspapers and magazines.

On site: Many Dentists forget the value of the captive audience in their Clinic. The same resources that are used online especially videos can be used in waiting areas and surgeries to inform patients. Other forms of print media such as roll ups can also be used for brand reinforcement.

Once such a campaign has been undertaken it is critical to evaluate the outcome, feedback and online data. An online survey or questionnaire in your clinic can provide insight into what your clients needs are and how effective your campaign was within the target audience.

Dr. Salman Khan

BDS (U Lond) LDS RCS (Eng) Aesthetic and Restorative Dentist
Private Practice, Dr. Ali Mattar - Kingdom of Bahrain