# Multifaceted Marketing: Curating a Successful Approach to Grow Your Patient Base



At Align and Masserano, our start-up services are designed to support new practices every step of the way. These services include budgeting for a comprehensive marketing strategy and connecting practices with trusted vendors. As part of this, we also offer Annual Huddles—to reconnect us with clients on the anniversary of their practice opening and each year thereafter. These calls provide valuable opportunities to assess growth and identify areas for improvement.

To further enhance our support for consistent patient growth, we decided to create a strategic, step-by-step guide that combines traditional and digital marketing techniques. This guide is designed to help new practices thrive.

## Establish your Brand Identity

Your brand is the foundation of your marketing efforts. A strong brand creates a lasting impression and sets you apart from competitors. To build your brand:

- Develop a unique logo, color scheme, and slogan that reflect your practice's values.
- Ensure consistency across all marketing materials, including signage, business cards, and online profiles.
- Create a welcoming and professional office atmosphere that aligns with your brand image.

## Boots on the Ground Marketing – Build Referral Relationships

Once branding is completed and a practice timeline is established, it is essential to begin working on professional referral relationships.

- Research and identify key referral sources, such as local general dentists, specialists, pediatricians, and other healthcare providers.
- Personally introduce yourself to potential referral sources and share information about your new practice.
- Schedule in-person meetings, drop off personalized materials, and invite them to visit your office.
- Consider joining local business networking groups or dental study clubs to foster long-term relationships.
- Consistently follow up and express appreciation for referrals to maintain strong professional connections.




### Build an SEO-Optimized Website

Your website serves as the digital front door to your practice. An effective website should:

- Be mobile-friendly and easy to navigate.
- Include clear calls to action for scheduling appointments.
- Feature high-quality office photography and staff portraits to add a personal touch.
- Be optimized for search engines (SEO) with relevant keywords to improve visibility in online searches.
- Utilize a vendor that specializes in dental websites and SEO services!

## Establish Your Online Presence

Once your website is live, expand your reach through social media and video content:

- Create professional accounts on Facebook, Instagram, LinkedIn, TikTok, and YouTube.
- Post engaging content, including educational tips, patient testimonials, and behind-the-scenes insights into your practice.
- Utilize paid advertisements to target specific demographics and geographic areas.
- Invest in Google Ads to reach potential patients actively searching for dental services.
- Incorporate professionally made and distributed video content to showcase your practice, highlight services, and build trust with your audience. Consider hiring a professional videographer to create promotional videos, patient testimonials, and educational content for your website and social media.



## Leverage Traditional Marketing Strategies

While digital marketing is essential, traditional methods remain highly effective:

- Walk-ins and Community Presence: If your practice is in a high-traffic area, ensure visibility with clear signage and an inviting storefront.
- Word of Mouth: Provide excellent patient experiences to encourage referrals from satisfied patients.
- Insurance Provider Partnerships: Many patients prioritize finding an in-network provider. Partnering with insurance networks increases accessibility and attracts more patients.

## Plan a Grand Opening Event

Hosting a Grand Opening event a couple of months after launching your business can help establish connections and boost referrals:

A ribbon cutting ceremony is a great way to get the town involved and aware of your practice!



- Invite local healthcare professionals, business owners, and community leaders.
- Use the event to network and introduce your services to potential referral sources.
- Refer to John Masserano's Grand Opening article for additional insights on planning a successful event.

## Maintain and Adjust Your Marketing Efforts

Marketing is an ongoing process that requires regular assessment and adaptation:

- Track key metrics such as website traffic, patient retention rates, and referral sources.
- Regularly update website content and social media accounts to keep engagement high.
- Experiment with new advertising strategies and promotional offers based on what works best for your target audience.

## Final Thoughts

Growing a dental practice requires a strategic and balanced approach that integrates branding, digital presence, and traditional marketing. Consistency and adaptability are key to maintaining and increasing patient growth.

As part of Masserano and Align's startup services, our team assists with budgeting for a comprehensive marketing strategy and connects clients with trusted vendors to maximize their efforts. We look forward to celebrating your growth during future Annual Huddles and supporting your continued success!