

# DENTAL MARKETING

## Using video to enhance marketing approaches



### BACKGROUND

The ability to use video content well involves both reaching patients where they're at and keeping them engaged. Skillful use of video marketing requires planning, selecting the best platforms, using various video types, and ensuring that people will find news, information, and lifestyle stories that will engage them regularly.

### PLANNING

Although impromptu videos can be effective, the dentist should develop a video marketing plan that sets forth the objectives to be accomplished. Objectives should identify what questions are being answered with the video, what services are being advertised, what information can be conveyed, and what techniques can be demonstrated.

Shooting a short video on the phone can be useful for social media, but a more professional approach will produce higher quality video that can be used on more platforms. Often hiring a freelance videographer will be the best choice for the video campaign.

### SELECTING THE PLATFORM

If the practice has already established a social media following, videos should be targeted to that existing audience. Adding video ads to this already existing presence is likely to reach people in the same demographic strata.

If the practice has yet to establish a social media presence, a well-planned video campaign can increase visibility and recognition. Both existing and potential patients can be reached with content designed to achieve maximum impact. The greatest potential for social media video content is achieved by using Facebook and Instagram. The dentist should pay close attention to the length, style, and presentation of the video to ensure the type of content being presented resonates with the audience of each platform.

### TYPES OF VIDEOS

The different types of videos available are geared to specific uses and audiences. A *practice overview video* can introduce viewers to

the practice and the dental care team. It can include a quick tour of the facility and outline the practice's mission and values.

*Doctor videos* allow the dentist to speak directly to the patients or potential patients. In these spots, the dentist can share news about events that are upcoming, demonstrate a new technique, or show off a new tool. Team member videos also fall into this category.

*Testimonial videos* are basically text-based testimonials captured on film. The dental practice can reach out to patients on social media to solicit user-generated content (UGC) that discusses what they like best about the practice, how their smile has improved, etc.

*FAQ videos* should be developed to answer the 10 to 20 questions that patients ask most often. A brainstorming session with the staff can be used to generate a list of these questions. Each week one of the topics can be selected for creation of a video answer that engages the viewer. This allows the practice to submit video content regularly and maintains digital momentum while entertaining the viewer.

*Funny videos* allow dentists to dispel the often-quoted line about dentists being anxiety-ridden and unhappy. Content should present the practice and the dental team as warm, inviting, and friendly, with great compassion for patients.

*Shared videos* from other sources can also be used. The dentist should vet everything that is to be shared, as well as the content creator, to ensure that these videos conform to practice beliefs and values.

### HAVING AN IMPACT

Generally, long informational videos are best shared on the practice website and on YouTube. Short, shareable content is better viewed on Facebook for organic reach and in video ads. Instagram is best for extremely short content. It's important to carefully edit long videos to create a small series that can be posted on YouTube or added to the practice's video library on its website.

Blog posts and e-mails can also be enhanced by adding a video component.

Videos that don't hold the viewer's attention to the end of the presentation should be revised to deliver a "hook" that engages the viewer. Retooling may also be needed for videos that receive a lot of likes but aren't shared much. If the video results in clicks, it should be redeveloped for use on other platforms, such as landing pages. Landing pages with video can generate up to 34% more new patient conversions than those without this component.

Tips to create videos that can convert a viewer to a patient include the following:

- Keep it short, fewer than 60 seconds, so that it's more likely to be watched.
- Create a hook in the first few seconds of the video, then add introductions to staff and the practice.

- Provide value by offering information patients want to know so that they can schedule an appointment.
- Use subtitles so that the video is useable in mobile settings, the most common way Facebook videos are consumed in public.

### Clinical Significance

Using videos to enhance social media content can give a dental practice a greater presence and may lead to more new patients. Make video a part of your marketing plan.

Nation K: Is your dental practice leveraging the power of video content? *Dent Econ* 109:34-36, 2019

*Reprints not available*

## Google search tips



### BACKGROUND

Google has made improvements to its search algorithm, which has improved organic search results for some dental practices and dropped rankings for others. Each Google search engine reports results in 3 areas: Google Ads, Google Maps listings, and organic search listings. All of these areas are important to having a dental site obtain a good ranking.

### GOOGLE ADS

The top of the results page generally is reserved for Google Ads, which are for local or national companies who pay for their ad placement. When someone clicks on one of these ads, the company pays Google directly, which is termed pay-per-click advertising. That's how Google makes billions of dollars each year.

If a dental ad is among these, the person who clicks on the ad is usually sent to the practice website. It's also possible to be sent to a landing page, which is dedicated to a particular topic and separate from the practice's website. Digital marketing agencies make landing pages for products and services dentists provide. Dentists can have an agency make a landing page for such things as dental implants, Invisalign, dentures, or braces. Usually the agency

consults with the dentist to determine what services he or she would like to promote to the public, then dedicates the dentist's Google Ads campaign to those specific items.

### GOOGLE MAPS LISTINGS

Google Maps listings appear just below the Google Ads in an area known as the "map pack." Digital marketing agencies who represent local companies focus on this area to show the searcher those companies that provide the service being sought and that are in the searcher's area.

A search for a "dentist" in one area of a large city will yield a completely different result from a search in another area of the city. However, if a search for a dentist uses a specific city in the search terms, such as "houston dentist," Google Maps listings will display dentists located in that city rather than just those in the geographic area of the searcher (Figure 2). Google Maps listings offer a dynamic and powerful tool for getting the dental website noticed.

### ORGANIC SEARCH RESULTS

The rest of the results listings are called the organic search results. Digital marketers use search engine optimization (SEO) to fight to obtain the top ranking slots in this list.