



2025

# PERFORMANCE DRIVEN MARKETING FOR DENTISTS

We are a full service  
dental marketing agency,  
**delivering results and the type  
of patients you want.**

# TOP REASONS TO CHOOSE DENTALROI

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# DENTAL MARKETERS THAT THINK AHEAD FOR YOU



**Many dental practice marketing companies offer a one-size fits all approach.**

**We take the time getting to know you and what makes your practice special, and we adjust our marketing efforts accordingly.**

DentalROI is always learning and testing new technologies, so we can keep you a step ahead.

Google and Social Media Platforms are constantly updating their search engine algorithms and your dental marketing company needs to stay on top of these updates.

## **CAN DENTAL MARKETERS BE YOUR OFFICE MANAGER'S BEST FRIEND?**

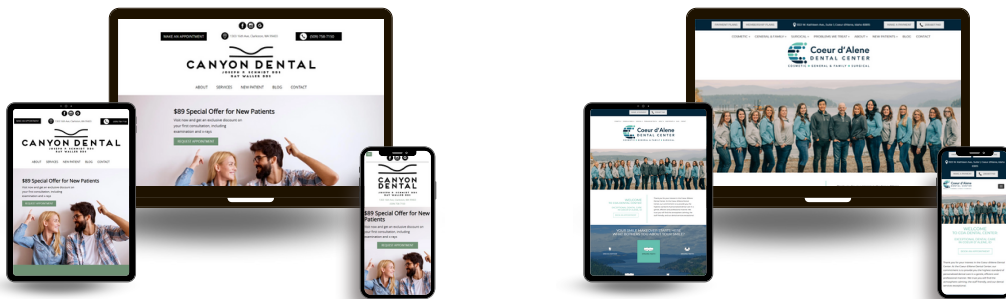
YES! Talk to some of the Dentists and Orthodontists we serve and you'll see why! We listen, we're always available, and we keep your office manager busy with new patients while also helping reduce their work load of time-killing tasks.



# CUSTOM DENTAL WEBSITES

DENTAL WEBSITES CAN AND SHOULD BE THE CORE AND HUB OF YOUR PRACTICE'S DIGITAL MARKETING.

A GREAT DENTAL WEBSITE WILL DRAW IN NEW PATIENTS AND CONVINCE THEM TO CONTACT YOU. THE BEST DENTAL WEBSITES CREATE EFFICIENCIES FOR YOUR PATIENTS AND OFFICE STAFF AND CONVEY YOUR PRACTICE'S PERSONALITY WHILE BEING SECURE AND FAST.



**DentalROI is the SEO expert who will work on the four pillars of SEO:**

**1/** content    **2/** backlinks    **3/** technical    **4/** social

All four are important to help you rank well in a competitive market on search engines.

**1/** We will create good content on your website which include keyword optimized text, images and video.

**2/** We will help you build high quality links to your site from related websites.

**3/** We will ensure your site meets the latest Google technical recommendations.

**4/** Did you know that SEO and social media reputation and engagement are meant to work together to bolster your rankings?

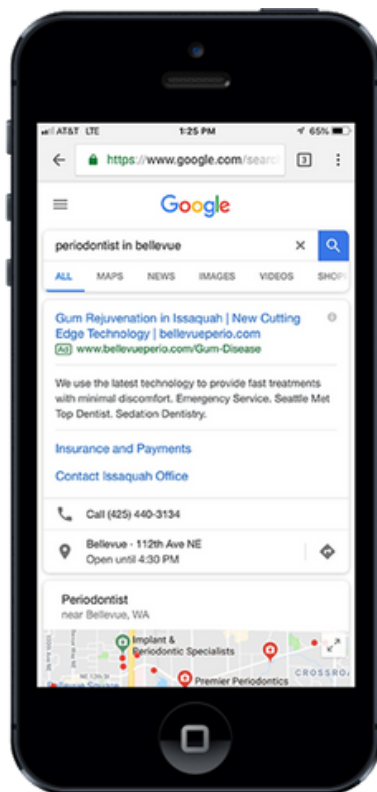


# SEARCH ENGINE OPTIMIZATION

DENTAL SEO IS THE WORK THAT MAKES IT MORE LIKELY THAT YOUR PRACTICE'S WEBSITE WILL BE EASILY FOUND ON SEARCH ENGINES.

**LOCAL SEO FOR DENTISTS IS STRONGLY INFLUENCED BY HOW CLOSE THE SEARCHER IS TO THE PHYSICAL LOCATION OF YOUR PRACTICE, YOUR REVIEWS AND RATINGS, HOW FAST YOUR WEBSITE LOADS, THE KEYWORDS USED AND A FEW OTHER FACTORS.**

While SEO encompasses any part of the results you might find on a search engine, Local SEO only means the 3 results located right below a map. Thus Local SEO is only one part of search results, not the whole. It can be a confusing and complicated system to navigate through, so sign on with DentalROI to allow us to handle the ever-changing algorithm for your practice.



## SO WHY DOES DENTAL SEO MATTER?

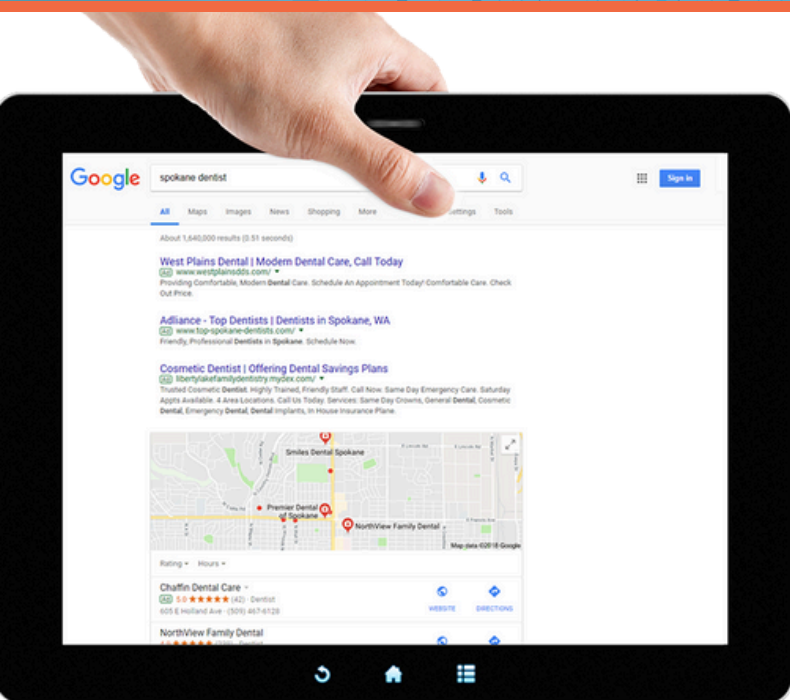
Do you know how many searches were made for just the term “Dentist near me” on Google last month alone? 673,000 searches within the USA! That’s not counting searches in Spanish in the US, or on other search engines.

Searches for “Invisalign?” 246,000 last month. How about “Dental Implants?” 90,000 last month. Dental SEO is making it easier for these patients to find the information they need to choose a provider.

# PAID ADS

DENTAL PAID ADVERTISING DIFFERS FROM OTHER METHODS PRIMARILY IN THE SPEED WITH WHICH IT CAN BRING RESULTS.

**ON AVERAGE, 41% OF CLICKS GO TO THE TOP 3 PAID ADS ON THE SEARCH RESULTS PAGE.**



Paid Ads can bring in new patient calls within days while SEO typically takes 2-3 months to show results. They are both equally effective, but PPC yields better short term results while SEO yields better long-term results. DentalROI will put a system in place to measure the exact ROI you receive from any particular dental internet marketing program.

Paid Ads is a form of online dental marketing that consists of listings that typically show up at the top of search engine results and which only cost a dentist if someone clicks on them. If someone does a search for "dentist," typically the first listing in the results are pay per click ads and have a small box with the word "Ad" in front of the website name. The cost for each click varies by the number of advertisers competing to have their ads show up and can range from under \$1 to \$30 or more.

If you need growth fast, or are trying internet marketing for the first time, then Paid Ads may be your top marketing priority. PPC can become very expensive very quickly if not set up or optimized correctly. It is wise to find an experienced partner like DentalROI to set it up and manage it for you.

# SOCIAL MEDIA MANAGEMENT

WHEN BEST IMPLEMENTED, DENTAL SOCIAL MEDIA MARKETING IS MEANT TO BE 2 WAY COMMUNICATION.



of patients who have had a good social media services experience with a dental practice are likely to recommend it to others.

## Quality over quantity:

But consistency is critical! Typically **2-3 posts per week** is sufficient, but if you allow weeks or months to go by between ever really quality posts then it reflects poorly on your practice. Only start posting if you are committed to doing the regular work of creating consistent quality posts. Or better yet, DentalROI can create engaging posts that will reach the **ideal potential patients in your area** so there's one less thing to worry about!

## FACEBOOK FOR DENTISTS: IS IT THE BEST PLACE TO START?

Facebook is the most well known social media platform. Is Facebook the best place for dentists to start? In most cases the answer is "Yes." Facebook not only has the **largest audience**, but it has the **best tools for promoting your practice** as well as a way for **delighted patients to leave recommendations** and reviews about your practice. Facebook is a great way to boost your reputation by inviting your best patients to review their experience with you. These reviews will often show up in search engine results alongside your website, further increasing the likelihood that when **you are found in search engines** that potential patients will click through to your website. Facebook is also often a search engine in and of itself. Many potential patients will often **first look you up on Facebook**, before going to a search engine!



A woman with blonde hair, wearing a white short-sleeved button-down shirt, is sitting at a desk in an office. She is smiling and talking on a black corded telephone. Her left hand is on the phone receiver, and her right hand is near a computer mouse. In the background, there is a computer monitor, a tissue box, and some papers on the desk. The top of the image has a blue overlay with the title text.

# CALL TRACKING & RECORDING

**IT CAN BE HARD TO KNOW EXACTLY WHERE YOUR NEW PATIENTS ARE COMING FROM... ARE THEY A REFERRAL, A LEAD FROM YOUR WEBSITE, FROM A GOOGLE AD CAMPAIGN, A POST CARD RECIPIENT, OR A COMBINATION OF ALL OF THESE?**

Our Dental Call Recording and Tracking software allows you to easily setup and manage multiple unique phone numbers that all forward to your main number. This will allow you to identify which phone calls/new patients come from each of your dental marketing efforts whether they come from your dental website through SEO efforts, paid ads (such as Google Ads, Facebook Ads, etc..), or even direct mail marketing efforts.

# TWO-WAY TEXTING



**OUR PROPRIETARY TWO-WAY TEXTING SOFTWARE ALLOWS YOU TO TEXT BACK AND FORTH WITH YOUR DENTAL PATIENTS WITHOUT THE NEED TO USE YOUR OWN PERSONAL CELL PHONE. GET MORE PATIENT REVIEWS EASILY!**

Your business number can be used on any computer to communicate with your dental patients when it is convenient for them and you. Our software allows you the ability to setup text message templates that can be modified quickly and easily, it also has a built-in tracking and history system that will allow you to quickly see who has been communicating with your practice.



# REPUTATION MANAGEMENT

ONLINE MARKETING FOR DENTISTS IS INTERCONNECTED WITH YOUR REVIEWS OR LACK THEREOF AND ONE WILL AFFECT THE OTHER.



**ONLINE REPUTATION MANAGEMENT IS THE PROCESS OF PROACTIVELY ENCOURAGING POSITIVE DENTAL REVIEWS ONLINE, REGULARLY MONITORING THOSE REVIEWS FOR PROBLEMS, AND QUICKLY RESPONDING TO PROBLEMS TO FIX OR MITIGATE THEM.**

All practitioners have some poor reviews. It's OK, don't worry, just take the appropriate action. The lack of at least one poor review may create a perception that your reviews are edited or not real. Online Reputation Management should also help you encourage more positive reviews thus diluting the negative effect of any one opinion. Online reputation management should not "game the system" but rather encourage the active and best use of that system.

Should online reputation management be your top priority? If you have no reviews or your reviews are below 4.0 on average, then you should consider this as a possible top priority.



# CUSTOM PRACTICE VIDEOS

BESIDES BEING RELEVANT, THE BEST DENTAL VIDEOS SHOULD BE CONCISE AND MEMORABLE.

2x

The number of people viewing videos on their cell phones doubles every year

Making a top notch marketing video requires skills not often available to those outside the profession. Partnering with DentalROI will connect you with a skilled videographer who will create a stunning and professional video that you can be proud of.



Spokane  
Dental



McLoughlin  
Dental Care



Hi 5  
Orthodontics

## WHAT IS THE BENEFIT OF CUSTOM PRACTICE VIDEOS??

The best dental marketing videos are useful in SEO and social media campaigns. These videos should be created with your practice's most common patient in mind. What specific interests and questions do your patients have? The more useful and interesting your video is, the more success it will bring to your practice.



# SECURE NEW PATIENT FORMS

## NEW PATIENT REGISTRATION



ate:

Personal Information

Family Name	Given Name(s)	Middle Name
Home Address	City	State
Address	Home Phone Number	Alternate Phone Number
Birth		

**MAKING IT AS SIMPLE AS POSSIBLE FOR NEW PATIENTS TO SIGN UP TO YOUR DENTAL PRACTICE IS ONE OF THE EASIEST WAYS TO GENERATE MORE BUSINESS WHILE SAVING YOUR OFFICE TIME AND MONEY.**

If someone has arrived at the stage of wanting to accept treatment with your practice, the registration process can put them off if it's too time-consuming. Your prospective patient also needs to be satisfied that the sensitive information they're giving you will be secure. Our security-protected online registration form for new patients ticks both these boxes. People are also looking for convenience of registration via a mobile phone since there is a growing number of people who regularly use smartphones.



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# PERFORMANCE DRIVEN MARKETING FOR DENTISTS

Remember that you need to get permission before publishing any written, photographic or video content about your patients – or team members. In the case of young patients, parental consent is a must. Be sensitive when soliciting patient testimonials, particularly if including before-and-after treatment images.

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