

25 MARKETING HABITS

Every Dental Practice Should Utilize



1. Have a dedicated website.
2. Have business cards.
3. Create a Google+ business page.
4. Create a Twitter page.
5. Create a Facebook page.
6. Make a mobile website.
7. Send appointment reminders.
8. Create an Instagram profile.
9. Use Google AdWords.
10. Gather patient reviews.
11. Have an "About" page on your website.
12. Start a blog.
13. Send your patients a thank you post card.
14. Ask patients for referrals.
15. Review competitors to see what's working and what's not.
16. Use social media to provide customer service.
17. Send an eNewsletter.
18. Have office managers ask patients how they heard about you.
19. Offer a discount or special on one of your services.
20. Network on LinkedIn.
21. Write a press release.
22. Attend a community event and post about it.
23. Share before and after photos.
24. Listen to your patients.
25. Provide value every day.

For more information on marketing strategies,
call (800) 556-2580 or visit
www.PracticeMojo.com.