How To Build THE BEST DENTAL MARKETING PLAN (in a few easy steps)

1. **Conduct a Situational Analysis**
   - Identify where your practice is at now.
   - What services do you offer?
   - What differentiates your practice from competitors?
   - How are you marketing your practice?

2. **Determine Your Goals**
   - Where do you want to be?
   - Do you want to attract more patients?
   - Gain more profitable patients?
   - Prep your practice to be sold?
   - Whatever your goals are, write them down. Make sure to make them S.M.A.R.T. (Specific, Measurable, Attainable, Realistic, Time-based).

3. **Define Your Target Audience**
   - Consider:
     - The amount of time you can dedicate to implementing and managing your marketing.
     - The investment you want to make into your practice's marketing.
     - How much knowledge you have about effective marketing strategies.
     - The amount of time required to see a ROI from your marketing.

4. **Develop Your Budget**
   - Identify how much time and money you can devote to developing your strategy.
   - Identify where your practice is at now.
   - What services do you offer?
   - What differentiates your practice from competitors?
   - How are you marketing your practice?

5. **Determine Your Strategies**
   - Use this guide to help you consider which strategies are best for your practice.

6. **Create Content**
   - Once you define your target audience, consider the best method to reach them (e.g. online, social media, email, direct mail).
   - Based on your goals, who do you need to communicate with? Is it your:
     - Potential patients?
     - Current patients?
     - People searching the internet for a new dentist?

7. **Execute**
   - Once you've crossed your T's and dotted your I's – get the campaign started! Put your direct mailers in the mail, press "send" on that email promotion, post that signage, and get social!

8. **Track and Repeat!**
   - The most important step of all is measuring your practice marketing. You want to know if what you're doing is working – or it's simply a waste of money.
   - Tip: Use tracking phone numbers on your materials or ask people how they heard about you to see which campaigns are best.

For more information on marketing strategies, call (888) 932-3644 or visit www.ProSites.com.