

Today's Top Dental Marketing Trends



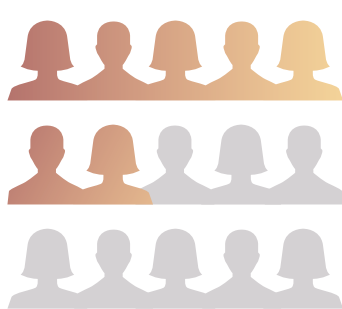
Did you know:

The **top 3 marketing** methods currently being used by dentists are:

- **Word of Mouth** **96%**
- **Practice Website** **93%**
- **Social Media** **88%**

Which makes sense!

75% of patients said word-of-mouth advertising was a factor in their choice of dentist.



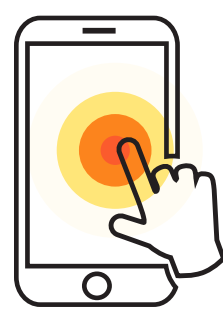
However,

Nearly half of these patients wouldn't just call a dentist based on a recommendation alone. **43% of patients** who receive a personal recommendation will still look online to make a judgement for themselves.

What does this mean for your practice?

You must set a great first impression online, especially by having a website that is mobile-friendly, seeing that **41% of all Google searches** from mobile devices are health care related.³

Still not convinced? **67% of searchers** are more likely to buy a product or use a service if it has a mobile-friendly site.



What else can you do to stand out online?

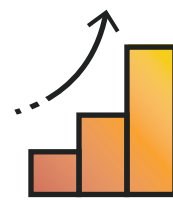
Be present on social media.

Nearly 90% of people ages 18 to 24 would trust health care information found via social media and shared with friends, and 56% of those aged 45 to 64 would do the same. Plus, there's more and more demographics joining the social networks each day to reach your targeted patients.



Keep up with the times.

In order to outpace your competitors, you must be aware of the trends and respond to them accurately.



To learn how PracticeMojo can help you stay on top of the trends, reduce no-shows, and eliminate cancellations, call (800) 556-2580.

Sources:

1. ProSites State of Dental Marketing Benchmark Report
2. PricewaterhouseCoopers: "Social media 'likes' healthcare"
3. Think with Google: "Mobile Path to Purchase" Search Engine Watch