



THE DENTAL MANAGER'S SOCIAL MEDIA + BLOGGING TOOLKIT

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SIMPLE TIPS + TOOLS TO BOOST YOUR SEO
AND ATTRACT NEW PATIENTS

PRESENTED BY **Roadside**



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HOW TO WRITE A BLOG POST

CREATE A CUSTOM BLOG POST IN 30 MINUTES OR LESS!

Assigned to: _____

Choose a goal for this post:

- | | |
|--|---|
| <input type="checkbox"/> Educate readers about a dental service | <input type="checkbox"/> Introduce a new piece of technology |
| <input type="checkbox"/> Help readers get to know the doctor or team | <input type="checkbox"/> Direct readers to a resource on your website |
| <input type="checkbox"/> Post about an upcoming event at the practice | <input type="checkbox"/> Recap what was learned at continuing education |
| <input type="checkbox"/> Spread the word about a referral program or special offer | <input type="checkbox"/> Inform readers where and how to leave you a review |
| <input type="checkbox"/> Promote a business or event in the community | <input type="checkbox"/> Other: _____ |

Topic: _____

Three main points to support your blog topic:

What do you want the reader to do after he or she reads the post?

- | | |
|---|---|
| <input type="checkbox"/> Book an appointment | <input type="checkbox"/> Leave a comment |
| <input type="checkbox"/> Visit a page on your website | <input type="checkbox"/> Email a question |
| <input type="checkbox"/> Visit your social media page | <input type="checkbox"/> Share the post on social media |
| <input type="checkbox"/> Leave a review | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Tell a friend about the practice | |

Choose an SEO keyword to use: _____

Write your post:

- Write an attention-grabbing headline (use a keyword if possible).
“The headlines which work best are those that promise the reader a benefit.” - David Ogilvy
- Be authentic! Write the post as if you’re talking with a patient face-to-face.
- Break up the content by using bullet lists and subheadings.
“Large blocks of text ... can quickly turn readers into scanners. But you can turn scanners back into readers with good subheads. Just think of it as using a mini-headline that spells out a specific benefit to ‘sell’ the reader on continuing to read.” - Copyblogger
- Make sure to use your SEO keyword at least once in the post.
- Add a unique image.
The best way to do this is to take a photo at the practice that ties in with the topic you’re writing about. You don’t need fancy equipment; most smartphones have cameras that produce high-quality photos perfect for posting online. Never post Google search images or other content you don’t own; this could result in expensive fines.
- Add a “call to action” sentence at the end of the post to motivate the reader to do something.
Refer back to the action you chose on page one of this checklist.
- Review your post: check spelling, grammar, and punctuation.
- Add relevant links if needed (link to another business in the community, a page on your website, etc.).
- Publish your post (or schedule it to post at a specific later time).
- Promote your post on social media, including Facebook, Twitter, LinkedIn, and/or Pinterest.



QUESTIONS?

Please contact Angela Byrnes at: angela@roadsidemultimedia.com or 360.283.5001.

30 DAYS OF CONTENT IDEAS



30 DAYS OF INSPIRATION

Share these topics on social media or write a blog post centered around them.

A MONTH OF MARKETING						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Give a virtual “high-five” to an employee in the practice that killed it this week	Post a common question w/ the answer + a link to a page on your website with more info	Share a “behind the scenes” video	Show your face! Snap a selfie while working	Share a video tour of the office
Review a product your audience would be interested in	Link to a blog or profile you admire that your patients would love too	Share an inspirational or funny quote relating to dentistry	“On the go” - traveling to/ from the office or at an event	Take a photo of a unique piece of technology and describe how it benefits patients	Re-share an older blog post	Share three reasons you love what you do
Ask your peeps to follow you on another platform	Share an article that answers a common question from patients	Give a sneak peek of a new service or technology	Employee spotlight - interview one of your employees	Calendar of events - what’s coming up in the practice or community?	FAQ about a specific service	Recommend your favorite restaurant
Share your referral program	Take a brief video testimonial from a patient	Describe how you use reviews to improve your practice	Tell people why you decided to become a dentist	Throwback - share a childhood photo	Recommend a book you’re loving right now	Share a silly comic or funny video related to dental
Snap a photo of something that helps you get through your work day	Team selfie! Snap a fun photo during your morning huddle	Give another small business in the community a “shout out”	Post last-minute appointment openings			



HOW TO GET YOUR TEAM INVOLVED IN PROMOTING & MARKETING

GET YOUR TEAM INVOLVED:

- 1. Make marketing a DAILY conversation.** Experts say it takes a minimum of three weeks to make an action a habit, so commit to teaching your team this profitable habit. During morning huddles, brainstorm how the team can celebrate with each patient and find opportunities to PROMOTE these occasions.

- 2. Discover your team's hidden strengths!** You might be surprised by the hidden talents and abilities of your team! Maybe your sterilization tech took a Wordpress class in college and could take over blogging. Perhaps one of the dental assistants loves photography and could post to the practice's Instagram account. Maybe your financial coordinator is addicted to Pinterest and could spend a few minutes a day pinning to the practice's page. You'll never know unless you ASK! Discover their strengths and put them to use.

- 3. Finally, MOTIVATE your team with incentives.** No matter which program you choose, make sure you offer a fabulous incentive for success, such as a cash bonus, extra vacation days, a spa day gift certificate, profit sharing, or anything else that will MOTIVATE your team and keep them working hard to meet their goals!

INCENTIVE IDEAS:

#1

Set a specific, measurable goal. For example, get 15 new online reviews within a month - either for individuals or the entire group. Track progress weekly and offer a reward for reaching the goal.

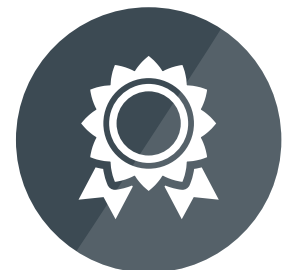


#2

Stir up a little competition! See who can get the most referrals with take-home cards.

#3

Award “marketing employee of the month” to the team member who really excels throughout the month in spreading the word with patients about reviews.



#4

When you get a glowing online review, celebrate! Read it out loud during a morning huddle and bring treats to say “thank you” to your team.

MARKETING CHECKLIST

WEEKLY CHECKLIST

FOCUS: _____ DATE: _____

Believe it or not, you and your team can accomplish simple marketing tasks in just a few minutes a day!

How to use this checklist: Fill it in together as a team during Monday’s morning huddle. Make it fun - bring in lattes and treats and ask the team for fun ideas for social media, getting reviews, and blogging. Team members will feel more ownership if they have a share in brainstorming the ideas and volunteering for the tasks they’re most interested in! Assign tasks and check back in at the end of the week to review. Ready, set... GO!

Discuss as a team: What are our GOALS for this week?

LET’S DO THIS *Assign tasks, and mark as completed*

- Write & publish a blog post; promote it on social media. _____
- Shoot a smartphone video. _____
- Take a fun photo with a patient. _____
- Schedule social posts. _____
- Respond to comments on social media. _____
- Respond to comments on blog. _____
- Record a short video of a team member. _____
- Show a patient how to leave a review online. _____
- Help a patient “like” our Facebook page. _____
- Tell a patient about our referral program. _____
- _____
- _____

Patients to show how to leave a review: _____

Patients to tell about our referral program: _____

QUESTIONS?

We're here to help! Contact us to go over your marketing goals and how best to achieve them!

Email us at team@roadsidemultimedia.com or call us today!



360.283.5001

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DENTAL MARKETING

VIST US ONLINE!

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