



A Complete Guide to Dental Marketing with Connect the Doc

We help dental practices get new patients.



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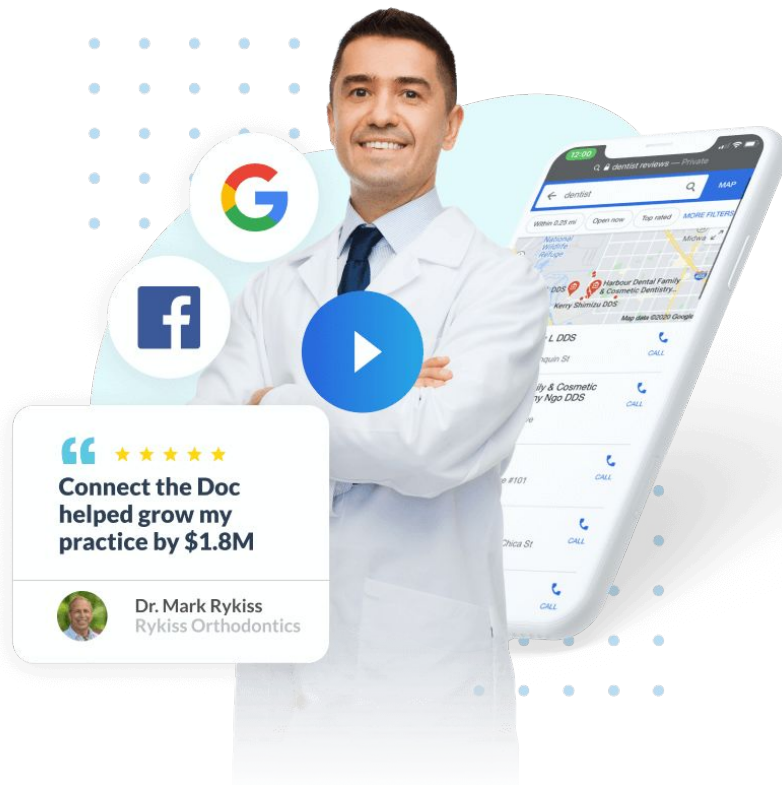
How we work, typical game plan, next steps

WHO WE ARE

Connect the Doc is a technology company that helps dental practices get new patients and run more profitably.

We do this by providing a suite of marketing software that has been designed specifically for dentists as well as a variety of services, which help them with their visibility online.

For close to a decade, Connect the Doc has helped 1000's of healthcare providers get found online.

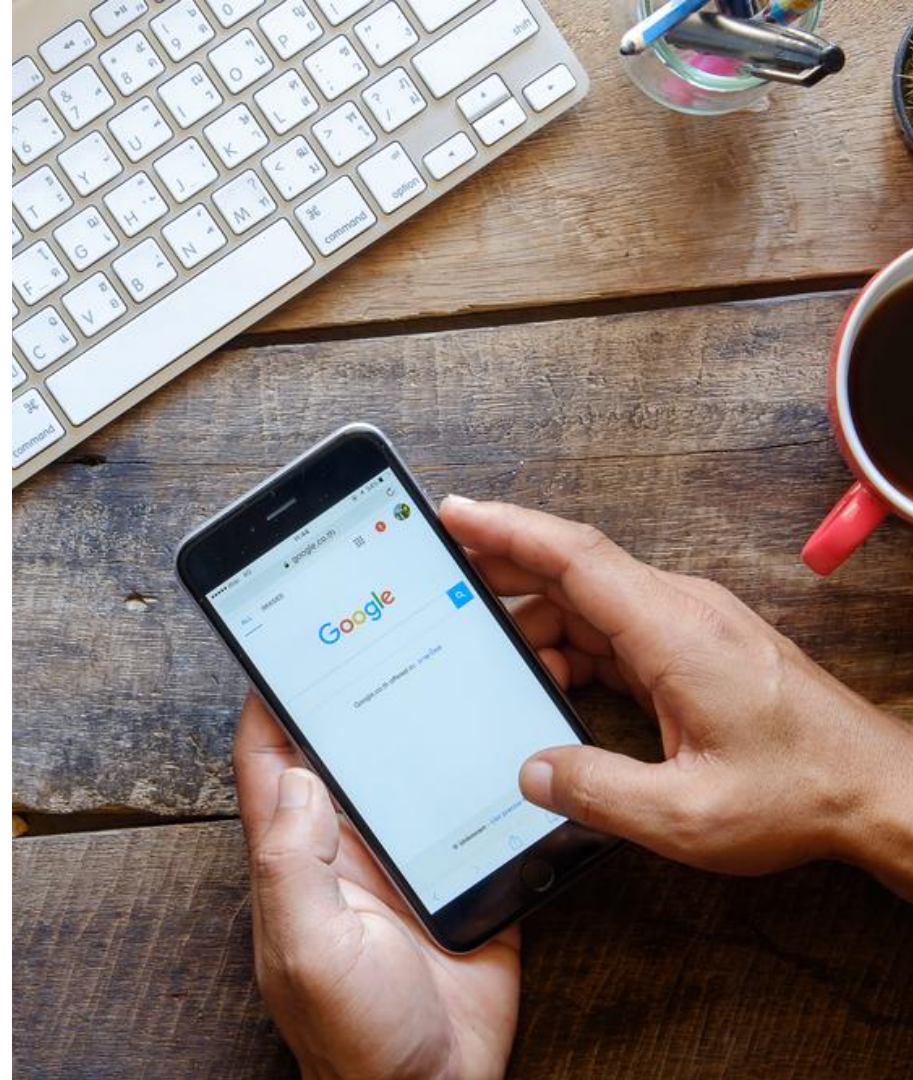


THE BEST REAL ESTATE IS ONLINE

How do dental practices acquire new patients? It used to be normal for practices to send out postcards, advertise on billboards, and invest in TV ads. But the world has changed.

It doesn't matter if a practice is targeting Baby Boomers, Millennials, or Generation X patients... Almost everyone looking for a dentist will eventually end up online.

Practices that own “real estate” on Google are the ones that succeed and acquire the most new patients.

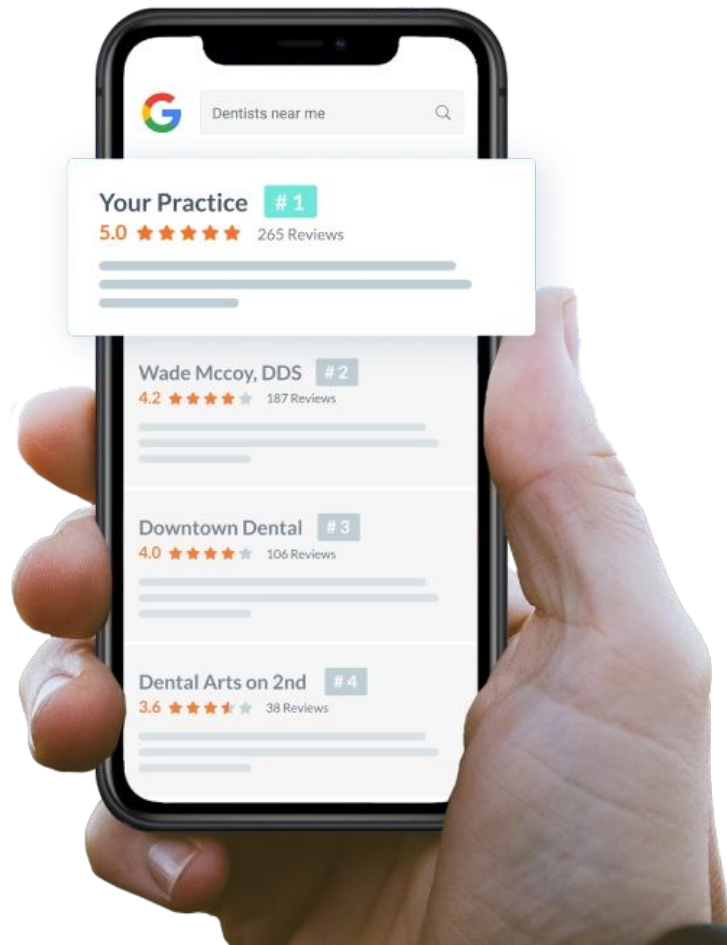


YOUR TOP 2 PRIORITIES

We believe the key to a successful online presence revolves around 2 main things:

- 1) Having a strong “foundation”, which includes a great website, amazing reviews, and clean listings; and
- 2) Showing up in the right place at the right time on Google.

Diving a bit deeper, it's important that you know the difference between paid ads on Google, search engine optimization, and local map searches...



A group of people, mostly young adults, are shown from the chest up, arranged in a circle. They are all smiling and looking towards the center. Their hands are stacked on top of each other in the middle of the circle, forming a pyramid shape. The image has a teal/blue color overlay. The text is centered over the image.

UNDERSTANDING GOOGLE SEARCH RESULTS, THE MARKETING FUNNEL, AND SELF AUDIT

UNDERSTANDING GOOGLE SEARCH

Paid Ads generate new business quickly. You are charged per click and can target a wide variety of keywords to get immediate exposure online.

Local Map Listings are extremely important because of the number of prospective patients that use their mobile phones to search for a dentist. The location of searcher and your Google reviews have the largest impact on your rankings.

Search Engine Optimization helps your rank organically on Google. It takes time and effort to get results. But once at the top, you'll see a tremendous ROI.

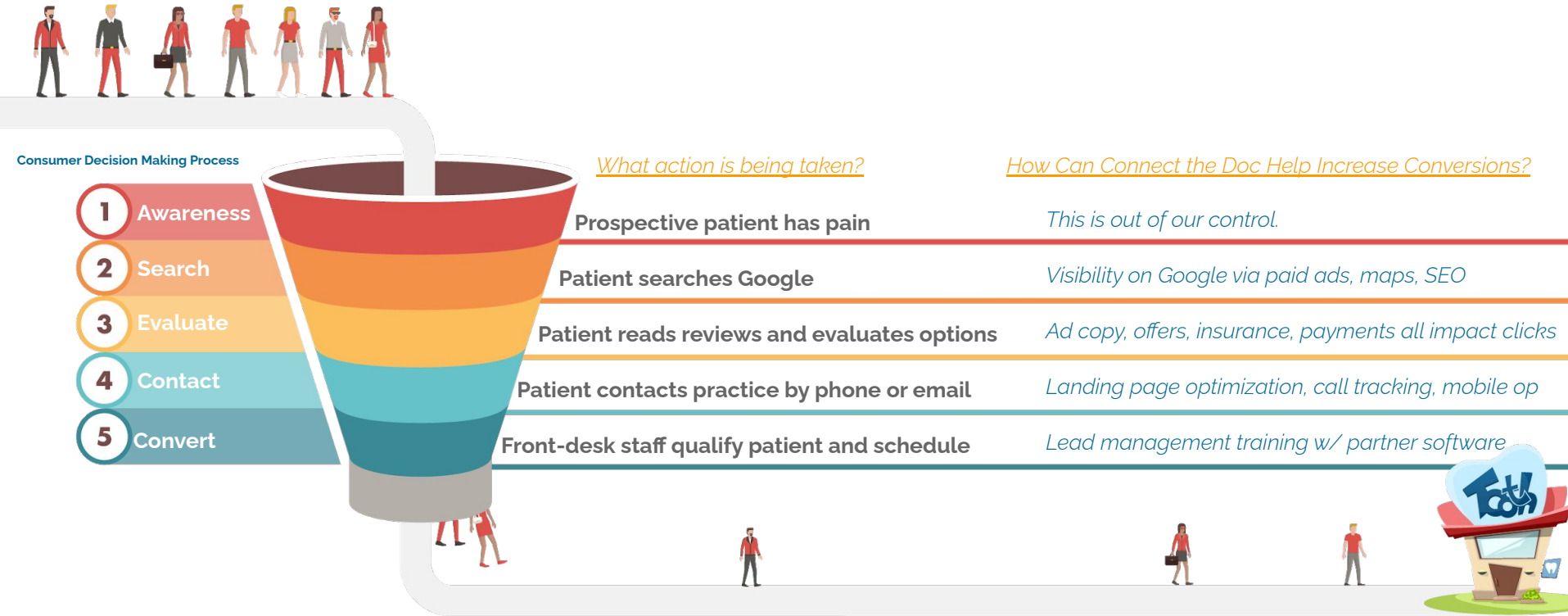
The screenshot shows a Google search for "dentist in carlsbad ca". The results are categorized into three main sections:

- Paid Ads:** The top section, highlighted with a green box, contains several sponsored listings for dental services in Carlsbad, including "Dentist Carlsbad - carlsbadgatewaydental.com", "Holistic Dentistry Carlsbad | Huggins Protocol By Dr. Fallah", "Dentist in Carlsbad | \$29 New Patient Special", and "Affordable Family Dentist | Friendly and Exceptional Staff". A green arrow points from the "Paid Ads" label to this section.
- Local Map Listings:** The middle section, highlighted with a red box, shows a map of Carlsbad with several dental offices marked. Below the map, a list of local businesses is displayed, including "ZEN Dental Carlsbad", "Carlsbad Dental Associates", and "Packard Dental". A red arrow points from the "Based on Reviews, local SEO" label to this section.
- Organic Search Results (SEO):** The bottom section, highlighted with a red box, contains organic search results, including "The Best 10 Dentists in Carlsbad, CA - Last Updated July 2016 - Yelp" and "Dentist in Carlsbad, CA | Gentle Dental Carlsbad". A red arrow points from the "Organic Search Results (SEO)" label to this section.

Each section is accompanied by a small diagram illustrating the relationship between Time and Money:

- Paid Ads:** A green box labeled "Paid Ads" with a green arrow pointing to the results. Below it, a diagram shows "Time" (represented by a clock icon) and "Money" (represented by a coin icon) with a green arrow pointing from Time to Money.
- Local Map Listings:** A red box labeled "Based on Reviews, local SEO" with a red arrow pointing to the results. Below it, a diagram shows "Time" (represented by a clock icon) and "Money" (represented by a coin icon) with a red arrow pointing from Time to Money.
- Organic Search Results (SEO):** A red box labeled "Organic Search Results (SEO)" with a red arrow pointing to the results. Below it, a diagram shows "Time" (represented by a clock icon) and "Money" (represented by a coin icon) with a red arrow pointing from Time to Money.

THE FUNNEL



ONLINE / DIGITAL

Expense

\$

Google Paid Ads

\$

Facebook Ads

\$

Social Media

\$

SEO

ROI in NP

Google Paid Ads

Facebook Ads

Social Media

SEO

OFFLINE / INTERNAL

Expense

\$

Print / Publishing

\$

Referrals / WOM

\$

TV/Radio

\$

Postcards

ROI in NP

Print / Publishing

Referrals / WOM

TV / Radio

Postcards



SELF AUDIT

\$

Total Marketing Spend

Total New Patients

\$

Total Customer Acquisition Cost



CONNECT THE DOC SOFTWARE AND SERVICES

Your one-stop shop for all things dental marketing

OUR SOLUTIONS



Reviews

Generate authentic reviews from your patients.



Referrals

Encourage happy patients to become brand ambassadors.



Live Chat

Stay connected with your 24/7 digital receptionist.



Website

Get a high converting, mobile responsive website.



SEO

Rank higher on Google for the most popular keywords.



Paid Ads

Reach new patients with paid ads on Google & Facebook.

REVIEWS

WHY:

92% of prospective patients rely on Google search to find the right healthcare practices / practitioners.

HOW:

We sync with your PMS or run manual campaigns asking your patients to provide you with internal feedback or review you online.

FEATURES:

- Variety of review workflows including NPS, Stars, Yes/No Question, Direct Links
- Auto-post 5-star reviews to website and social media pages
- Daily and weekly review notifications
- SEO optimized profile and landing pages
- Local search optimization for Google maps
- Automated replies to reviews on Google

The image displays two overlapping mobile application screens for 'Downtown Dental'. Both screens feature a blue header with a white envelope icon and the business name.

Top Screen: 'How was your experience?'
The header is blue with a white envelope icon and the text 'Downtown Dental'. The main heading is 'How was your experience?'. Below it, a message reads: 'Thanks for visiting Downtown Dental. As a small practice we rely on your support and feedback to help us grow and improve. How was your experience with us?'. There are two green buttons: 'Review us on Google' (with a Google 'G' icon) and 'Review us on Facebook' (with a Facebook 'f' icon). At the bottom, a red button with a white exclamation mark icon says 'Contact us Directly'. Above this button, text reads: 'Didn't have the best visit? Please click on the button below to contact us directly'.

Bottom Screen: 'How was your visit?'
The header is blue with a white envelope icon and the text 'Downtown Dental'. The main heading is 'How was your visit?'. Below it, a message reads: 'Thanks for recently visiting Downtown Dental. On a scale of 0 -10 how likely are you to refer a friend?'. At the bottom, there is a scale from 0 to 10. The scale is labeled '0 - Very Unlikely' on the left and '10 - Very Likely' on the right. The numbers 0 through 10 are displayed in colored circles: 0 (red), 1 (red), 2 (red), 3 (orange), 4 (orange), 5 (yellow), 6 (yellow), 7 (green), 8 (green), 9 (green), and 10 (green).

REFERRALS

WHY:

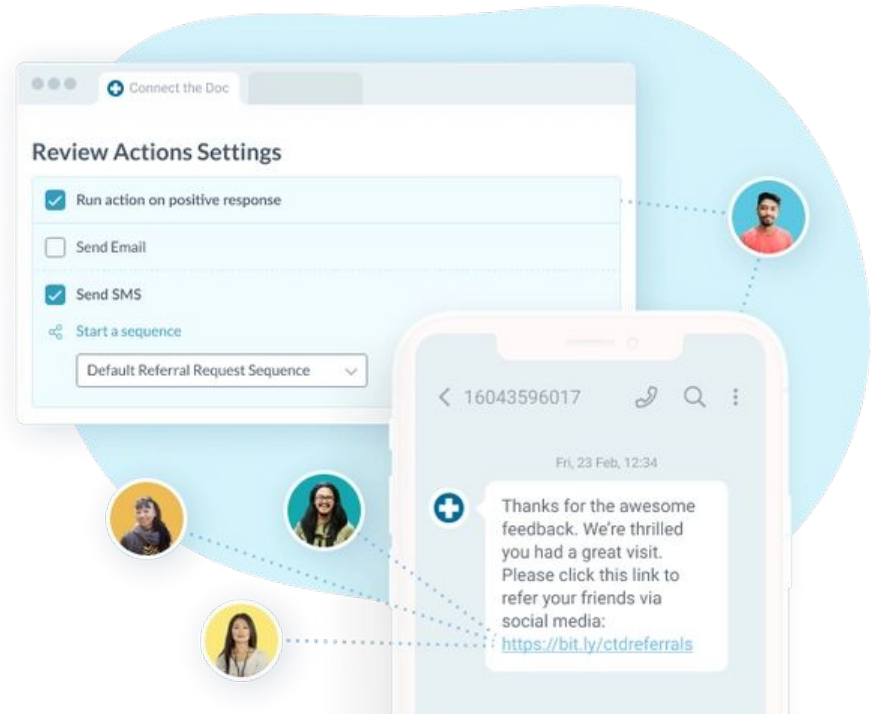
Word of mouth referrals are the best way to organically grow your practice, but asking can be awkward for your staff.

HOW:

When a patient receives the feedback request and responds back with positive feedback, our system can automatically trigger a email / text asking for a referral.

FEATURES:

- Automatically triggered with positive response to review feedback
- All referrals are on social media since most people don't "know" who to refer
- Track referrals and reward patients as you see fit



WALTER CHATBOT

WHY:

You have less than 7 seconds to capture the attention of your website visitors. Live chat / chatbots are one of the best ways to increase engagements.

HOW:

Walter chatbot is added to your website and starts conversations with site visitors automatically. When a chat starts, you are notified by email or SMS and can choose to “jump in”.

FEATURES:

- Chatbot handles conversation but staff can “jump in” at any time.
- Mobile responsive with a variety of customizable settings
- HIPAA compliant notifications and reporting
- Flexible “maps” to allow for different paths for new patients vs. existing patients



PAID ADS ON GOOGLE

WHY:

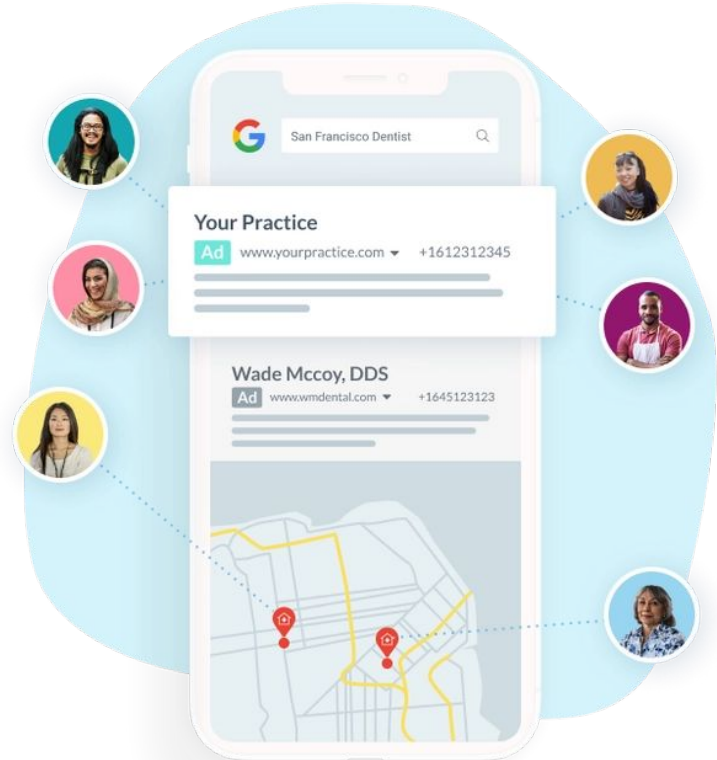
Being at the top of Google is crucial and paid ads allow you to show up #1 for a wide variety of keywords.

HOW:

This is a time intensive process where we run a variety of paid ad campaigns and continuously iterate based on data and results

FEATURES:

- Monthly reporting on campaign progress and results
- Run up to 10 campaigns / location
- Conversion optimization with unique landing pages and dynamic trackable phone numbers
- Dedicated account manager for monthly phone calls



PAID ADS ON FACEBOOK

WHY:

Build top of funnel awareness and target specific demographics with Facebook awareness campaigns

HOW:


This is a time intensive process where we run a variety of paid ad campaigns and continuously iterate based on data and results

FEATURES:

- Target very specific demographics
- Conversion optimization with unique landing pages and dynamic trackable phone numbers


NOTES:


- To succeed on Facebook, you need to have a very strong offer or need to be promoting a service that is universal.


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****Invisalign - WINNIPEG****

It is possible to have the straight [...See More](#)






GET THE SMILE YOU'VE ALWAYS WANTED WITH




RYKISS.COM
INVISALIGN - WINNIPEG
Rykiss Orthodontics Is Accepting ...

[LEARN MORE](#)

 Like  Comment  Share

SEO

WHY:

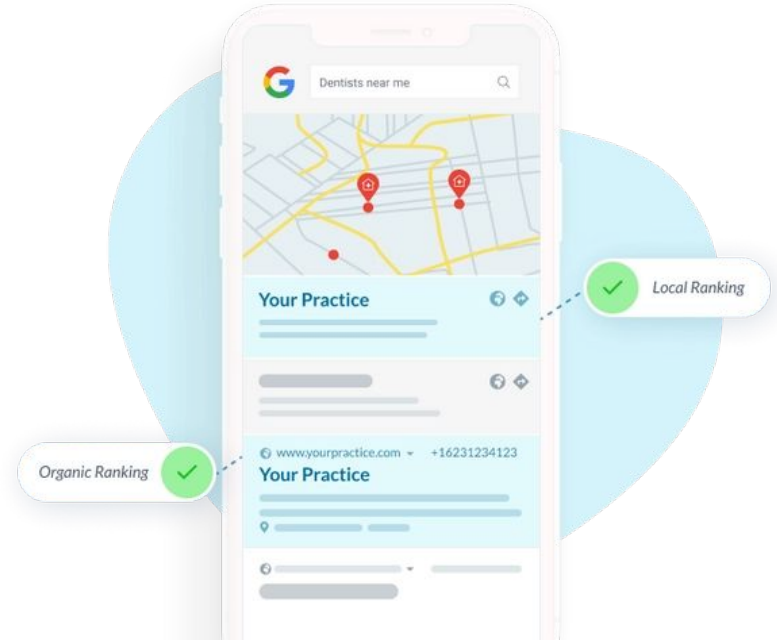
Ranking high on Google for the most searched keywords both organically and locally will drive new patients through the door

HOW:

Our team does a combination of onsite and offsite optimization to rank you higher. This includes blog posts, guest posts, technical SEO, and 100+ tasks to help rank.

FEATURES:

- We target a variety of highly competitive keywords and variation of those keywords
- Everything is by the books, no black hat techniques
- SEO is both organic and Local



WEBSITE DESIGN

WHY:

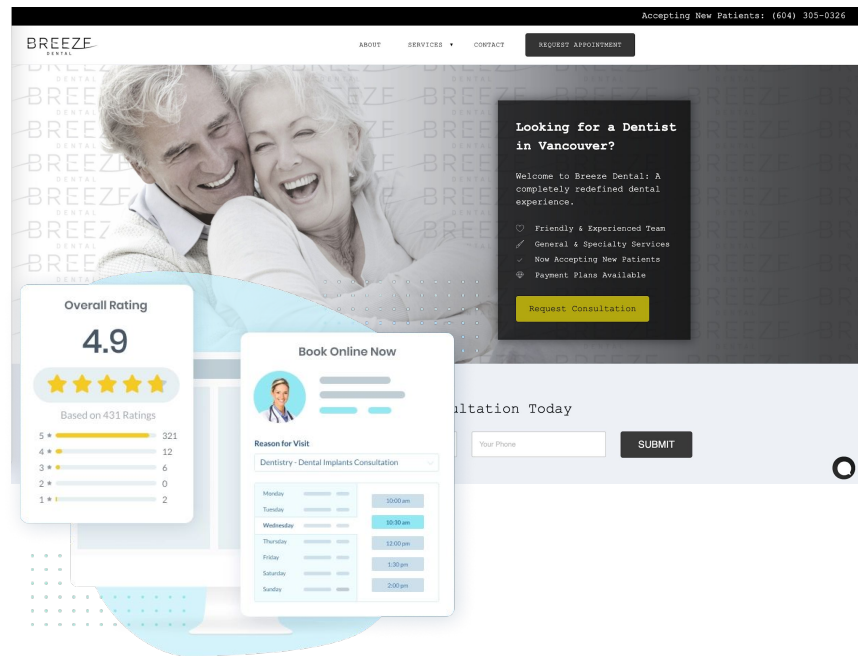
A beautiful, mobile responsive website will help with conversions and convey your value proposition and brand to prospects.

HOW:

Choose between templated designs or a fully custom design site depending on your budget and goals.

FEATURES:

- Websites are mobile responsive and optimized for SEO
- Visually stunning designs with both templated or custom sites
- Connect the Doc widgets seamlessly integrate into the site like referral requests, review widgets, online bookings, and send us a text buttons
- Dedicated website manager to make edits quickly



A photograph of a sailboat on the water, viewed from the deck. The image is overlaid with a semi-transparent teal color. The text is centered in the middle of the image.

**“Our practice is booming
and we are seeing a steady
flow of new patients.”**

Dr. Kelly Mansour - *Central Florida*



Dr. Mark Rykiss

“ In our first year with Connect the Doc we got more than 100 new patients resulting in over \$500K in new cases. Our reviews have gone fr [...more](#)

\$1.8M in Revenue from CTD Leads



Dr. Kelly Mansour

“ Within the first 3.5 months of joining Connect the Doc we had 69 Google reviews at the Maitland location and 29 at our St. Cloud locati [...more](#)

450+ Reviews on 



Dr. Arianita Mulahu

“ Connect the Doc is great! It's exactly what our office was looking for. I found Connect the Doc during the Greater New York Convention [...more](#)

115+ Reviews on 



Dr. Sam Latif

“ Since starting with Connect the Doc, our dental office has gotten over 200 google reviews! Their level of communication and response ti [...more](#)

400+ Reviews on 



Dr. Jessica Mansfield

“ Malcolm and James were AMAZING! They listened to my concerns and went above and beyond to work with me and help our office meet our nee [...more](#)

100+ Reviews on 



Sheryl Hollyoake

“ Our practice works with Nadeem and his team at Connect the Doc and we are thrilled with the results. It's pretty amazing that we can ge [...more](#)

400+ Reviews on 



Dr. Jeremie Hallett

“ Absolutely fabulous tech and support from Connect the Doc. Takes all the pressure of reviews off our plate!

175+ Reviews on 



Barb R.

“ Today, we have more than 600 reviews (300+ on Google) across all the review sites that we care about most. Getting all these 5-star rev [...more](#)

600+ Reviews on 



Sarah Anderson

“ I have been using Connect the Doc for a few years and I couldn't be happier with the growth of our practice. We see a consistent stream [...more](#)

100+ Reviews on 



Dr. Kevin Sakai

“ Over the last 2.5 years for one location, have seen reviews go from 20 to 180. For our new office, six months has produced 25 reviews. [...more](#)

180+ Reviews on 



Forst Hill Orthodontics

“ Connect the Doc is an honest review platform which provides our patients a place to share their experience at our practice. These revie [...more](#)

295+ Reviews on 



Dr. Derek Pollard

“ Nadeem and James have been amazing. We always knew our patients loved what we were doing, but we just weren't having any luck getting t [...more](#)

130+ Reviews on 



Dr. Alexander Reznikov

“ Malcom and Connect the Doc has been a pleasure to work with. They have delivered all that was promised, and we have been able to genera [...more](#)

275+ Reviews on 



Dr. Camilo Riano

“ Since starting marketing with Connect the Doc, Dr. Camilo Riano has generated more than 100 new patient leads from paid ads and is rank [...more](#)

100+ New Patient Leads



Dr. Naren Chelian

“ In the first 6 months of working with Connect the Doc, our practice has received more than 150 new patient leads from their digital mar [...more](#)

150+ New Patient Leads in 6 months



Dr. Glenn LoSasso

“ Received more than 25 dental implant leads in first 3 months of marketing and has gotten over 130 Google reviews since joining Connect [...more](#)

25+ dental implant leads in 3 months



Dr. Brian Yim

“ Switched from Yellowpages to Connect the Doc, got 200+ Google reviews and has seen a 40% increase in new patient leads from online mark [...more](#)

9% Conversion rate on Paid Ads



Dr. Paul Pocock

“ Generated more than 200 leads from paid ads and ranking #1 for top orthodontic keywords.

200+ New Patient Leads in 3 years

A group of five business professionals are gathered around a wooden table in a meeting. The image is overlaid with a teal filter. The group includes a man with glasses and a beard, a woman with long dark hair, and three other individuals. They are all smiling and appear to be in a collaborative discussion. Papers, pens, and a pair of glasses are on the table.

HOW WE WORK & GENERAL SUGGESTIONS

You need to walk before you can run. Here are my general suggestions on how you should approach your online presence and digital marketing strategy.

TYPICAL GAME PLAN

Every practice is different, but we also recommend the following:

1. **Start with the foundation.** Once you have an amazing website, have clean and consistent listings, and are getting a high volume of 5-star reviews each month, you can consider Phase 2.
2. **Layer on Paid Ads & SEO.** Since your foundation is strong, you can layer on targeted marketing. At this stage we are targeting prospective patients that are actively searching for a dentist in your area.
3. **Add Social Media Posts and Marketing.** We typically do not recommend social media unless you are layering it into a complete strategy that has paid ads and SEO. To consider adding social media, you should have a \$3500 marketing budget where a minimum of \$2500 is being invested into paid ads and SEO.



WHY PRACTICES CHOOSE US...



No Contracts



Education First



Data Focused



CUSTOM PACKAGES



One Stop Shop



Monthly Reporting

Our 5 fundamentals of working together on your digital marketing...

1. Marketing is a marathon, not a sprint. Your strategy should take into consideration strategies that will help you in both the short term and long term.
2. Internal marketing is equally as important (if not more) as external marketing. While our team is focusing on generating new leads, it's important that our clients make an effort to continue to provide exception care to their patients and be open minded to suggestions we have to improve internal operations.
3. Build > Run > Track > Analyze > Adjust > Repeat. Successful marketing requires a lot of tracking. We will be tracking all of our efforts so that we can optimize your campaigns. It's important to make sure we both know exactly where new patient flow is coming from and how your money is being spent.
4. You are only as good as your weakest link. To make sure that your marketing is running like a well oiled machine, we will be looking at the "leaks" in the systems and implement strategies to help increase conversions.
5. Digital Marketing is a team effort. We will be relying on you and your staff for information related to building your marketing campaigns and website. An open line of communication is imperative to the smooth sailing of this marketing vessel.

SCHEDULE A ZOOM MEETING WITH NADEEM KASSAM, OUR CEO.

calendly.com/nadeem/30min

CAD - 778-882-6663

USA - 415-287-4999

Email: nadeem@connectthedoc.com

Thank you for taking the time to read this presentation. If you have any questions or would like to discuss your customized game plan to move forward, please don't hesitate to give me a call.



Nadeem Kassam
CEO - Connect the Doc
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