

**Impress!ve.**

# SofaCON Dental Summit

## Social Media Success in Dentistry

# ABOUT US

## **ASHLEY GREY** - Performance Director

- 10 years experience in the digital marketing landscape and is also the President of the European Institute of Digital Marketing. Ashley has a wealth of knowledge in all things digital. Taking a keen interest in the ever changing landscape of social.



## **AMY PEDDLESDEN** - Senior Paid Media Specialist

- A paid social specialist for over 5 years, Amy has excellent 'on the tools' experience with what gets customers through the door! From copy to creative, Amy's got the golden touch on what converts.



# IMPRESSIVE DIGITAL

As Australia's fastest growing digital marketing agency, we spend our days helping businesses to achieve their goals utilising SEO, PPC, Social Media and other digital channels.

As a Facebook Marketing Partner and TikTok Approved Agency, we have access to insider knowledge and beta social platform features, helping us to devise relevant and effective social media strategies.



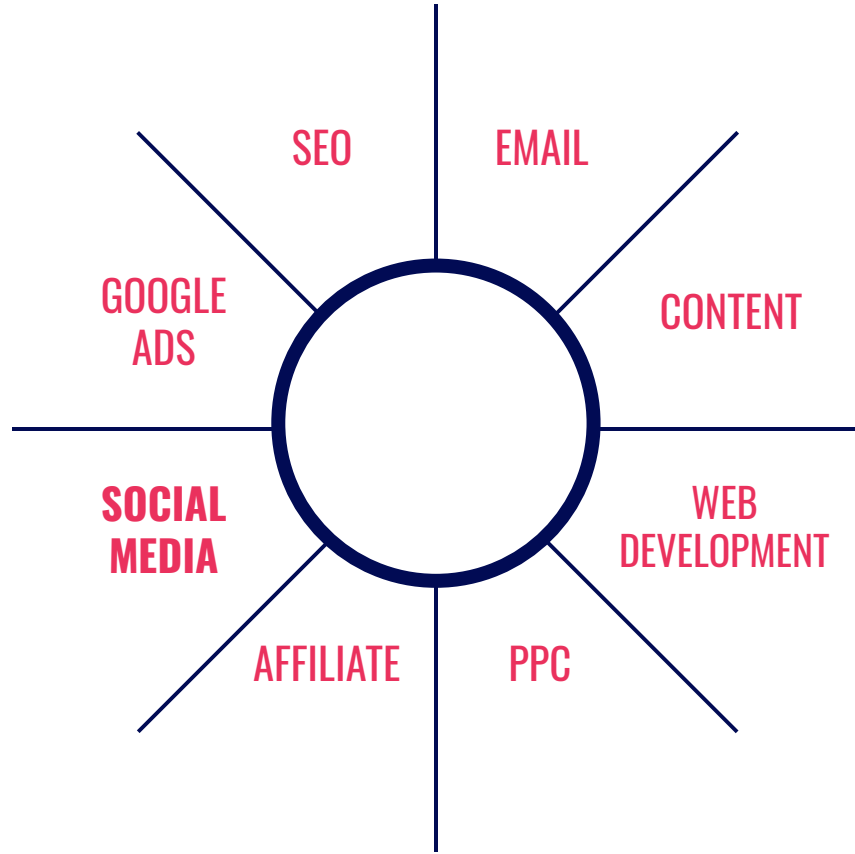
# **MARKETING** ECOSYSTEM

# DIGITAL CHANNELS

In a growing digital landscape, there is an increasing need for brands to shift online and **expand their digital** presence in order to remain competitive.

Digital marketing is an amalgamation of all the ways we can **reach users** as they conduct their day to day online activities.

Knowing how each of these channels can **enrich** the online customer journey is what will make you stand out from competitors.



# CUSTOMER JOURNEY



A user **searches** 'Dentists Near Me' on google and clicks to website through a search ad.



The user **subscribes to a newsletter** via web pop up but does not make a booking.



The customer is served an **email** after their appointment providing an incentive for their next appointment if they refer a friend.

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



The user is served a **social ad** with incentive and books an appointment.



# MARKETING FUNNEL

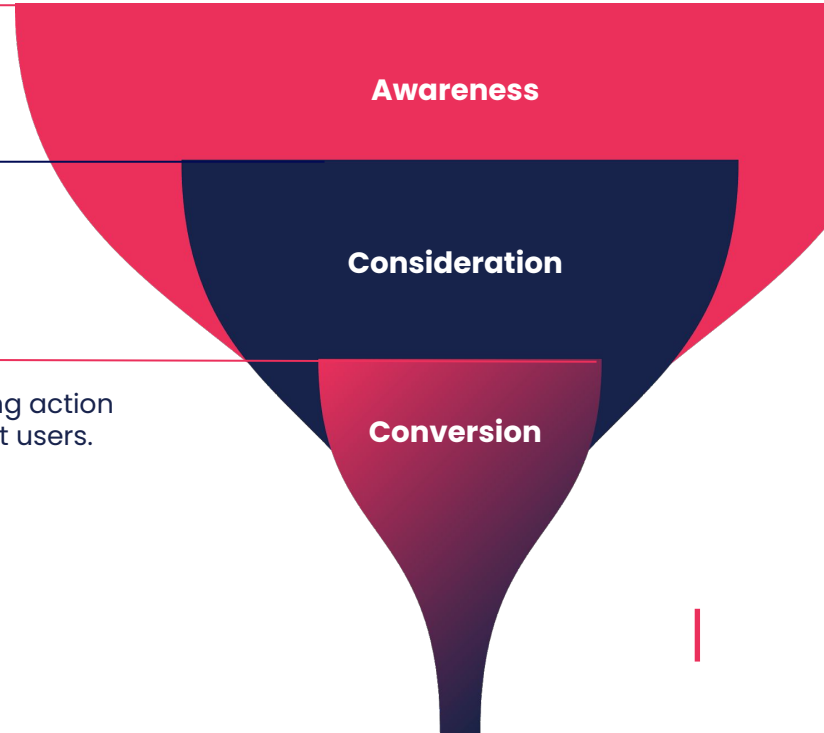
Seeding out the brand and content to new and unaware users.



Encouraging further action from users who know the brand, but haven't decided to commit.



Seal the deal by driving action from aware and intent users.



**Awareness**

**Consideration**

**Conversion**

**WHY SOCIAL MEDIA**



# WHY SOCIAL MEDIA?

On average, one sixteenth of our waking hours are spent on Facebook. The platform well-and-truly has our attention, so smart businesses are using that to their advantage.

Facebook “likes” merely scratch the surface. To optimise social media for business, you need to **dig deeper**. With social media tools, we can gain deep audience insights, track a user’s digital journey and target them when its most important in order to drive meaningful clicks and leads.



# SOCIAL MEDIA FOR DENTISTRY

- Easily communicate your practice's **unique selling points** with hundreds of potential patients
  - ◆ Offers or promotions
  - ◆ Awards or acknowledgements etc.
- Ability to connect and **build relationships** with your target audience through posting and engaging.
  - ◆ Prospective patients are made **aware** of your brand whilst previous patients are **re-engaged** and encouraged to return.
- Create an friendly environment for your patients **before they step into your practice** by detailing your unique style, benefits, and services online.
- Organic social media marketing does not require a budget or expenses. It is free advertising and lets you put up as many posts as you like without a dent in your pocket.



**BUILDING YOUR PRACTICE  
ON SOCIAL**

# KEY ELEMENTS OF **SUCCESSFUL SOCIAL** MEDIA STRATEGIES

## Conversation

Create two-way conversations with your customers to build brand loyalty

Organic Social

## Audience

Understand what your target audience is doing

Organic & Paid Social

## Drive Traffic

Drive traffic to your website & increase footfall in your clinic

Organic & Paid Social

## Conversions

Increase online bookings through advertising

Paid Social

# KEY ELEMENTS OF **SUCCESSFUL SOCIAL** MEDIA STRATEGIES

## Conversation

Create two-way conversations with your customers to build brand loyalty

Organic Social

## Audience

Understand what your target audience is doing

Organic & Paid Social

## Drive Traffic

Drive traffic to your website & increase footfall in your clinic

Organic & Paid Social

## Conversions

Increase online bookings through advertising

Paid Social

# CONVERSATION

**Humans relate to other humans,  
this is just (human) nature.**

While bringing in new patients is necessary, **retaining existing patients is just as important**—and usually less costly. Your organic campaigns on Facebook can continue to provide communication channels for existing patients.



# ENGAGING CONTENT IDEAS

## Pose a question

Encourage conversation by asking a question or creating a poll.

- You can ask how your audience feels about the dentist or even about their weekend plans. When your audience relates to your question and you speak to their interests and needs, they feel encouraged to respond to your posts.
- When they respond to your posts, that creates engagement causing your post to show up more on your followers' news feed causing it to be seen more and having the potential to be shared more.

## Use emojis



- A single emoji is much easier to interpret than a wordy description of emotions. An emoji can help you connect with your audience and generate interest quicker than written content.

## Share testimonials

- This is an oldie but goodie. **Word of mouth and people sharing** their experiences, both positive and negative, can impact your business. Posting client testimonials is an excellent way at building trust with your audience.



# ENGAGING CONTENT IDEAS

## Announce news

- Use posts that draw emotion and help your followers connect with you. Post about achievements updates on dental practice developments. When you do that, you create engagement which will give you more visibility in the newsfeed without paid ads.

## Celebrate a holiday

- Whether it's a national holiday or a trending holiday like Dentists Day or Happy Smiles Day, they are light-hearted ways to share common interests with your audience which can prompt your audience to celebrate and interact with you.

## Share jokes or entertainment

- Show off your personality. Switch off your dentist cap for a moment and think of entertaining posts that you can share that will help people connect with you.





# BUILDING YOUR **PERSONAL** BRAND

## EARN TRUST

Build trust by allowing employees, customers, and stakeholders to get to know you, not just as a figurehead, but as a real person with passions and interests. People will trust your company more if they know and trust you.

## BE YOURSELF

Facebook is where people connect with friends, family, and topics they care about. Allow people to get to know you as an individual.

Your everyday experience is interesting to your followers. Capture candid photos and videos on the go and share what you see and hear. You don't need a studio or a professional setup – just use your phone.

## BE ENGAGED

Facebook is a conversational medium. Show your audience you're listening and value them. Ask questions and solicit their input.

Respond to thoughtful comments on your posts when you can. You can privately reply to any comment by clicking “Message” next to the comment. Build brand advocates through targeted interaction.



# BUILDING YOUR **BUSINESS** BRAND

## **BE HEARD**

Shape your industry's agenda by directly communicating insights about your company and industry, making important announcements, and highlighting social causes.

## **BE STRATEGIC**

Starting with your business or communication objectives, develop a content strategy, team workflow, and specific goals you can measure or evaluate. Begin with a few themes relevant to your key audiences. Many business leaders begin with Personal, Company, and Industry as initial themes.

## **LISTEN & IMPROVE**

Learn from your customers and improve your business as you engage directly with all of your stakeholders.

# KEY ELEMENTS OF SUCCESSFUL SOCIAL MEDIA STRATEGIES

## Conversation

Create two-way conversations with your customers to build brand loyalty

Organic Social

## Audience

Understand what your target audience is doing

Organic & Paid Social

## Drive Traffic

Drive traffic to your website & increase footfall in your clinic

Organic & Paid Social

## Conversions

Increase online bookings through advertising

Paid Social



# Say **G'day** to over 11mil\* Australians on Facebook

This large audience allows you to segment your audience by targeting people aged **18 - 60+** in **Australia** and who are **local to your practice.**

\*data sourced from <https://www.fiber.com.au/post/social-media-statistics-worldwide-australia>

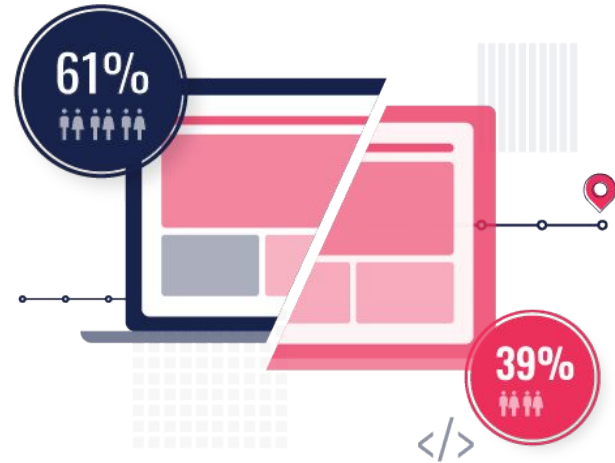


# WHO IS YOUR AUDIENCE?

Part of the appeal of platforms such as Facebook and Instagram are the insights into the demographics your content is resonating with best.

When building your audience profile, think of the type of people that come through your door each day and segment the following:

- **Age or Gender**
- **Geographic**
- **Interests**
- **Life Stages**



# WHO IS YOUR AUDIENCE?



## FAMILIES

**Age or Gender:**  
Male or female, 30+

**Geographic:**  
Most likely looking for something closer to home, potentially travel 10km.

**Interests:**  
Motherhood, Parenting, Family, Fatherhood

**Life Stages:**  
Parents with children of a certain age.



## PROFESSIONALS

**Age or Gender:**  
Male or female, 24-55

**Geographic:**  
Radius around your practice location.

**Interests:**  
Fizzy Drinks, Health, Business

**Further Targeting:**  
Education Level, Business Industry, Job Title, Income Level



## COSMETIC

**Age or Gender:**  
Male or female, 25+

**Geographic:**  
More likely to travel further for a trusted and notable dentist.

**Interests:**  
Cosmetics, Invisalign, Health, Beauty, Oral Care, Physical Fitness

**Life Stages:**  
Newly Engaged

# WHAT TO SAY TO YOUR AUDIENCE?

Now you've segmented your audience groups the next step is to **personalise your messages** to speak directly to your audience.

Targeted posts garner much more business and engagement than those that are random. Practices can focus on a specific patient population based on age, gender, or other specifics to enhance their patient base, and **speak to their barriers** to dentistry as well as **incentivise their trip** through USP's.



# WHAT TO SAY TO YOUR AUDIENCE?



## FAMILIES

### Headline:

Bulk Billed Family Dental

### Copy:

Our friendly team of dentists know how daunting a trip to the dentist can be for your little one, so we make sure to make dental fun and interactive.

Book now and relax with Impressive Dental.

### CTA:

Book Now



## PROFESSIONALS

### Headline:

10% Off General Check Ups

### Copy:

We all know the importance of a winning smile. Impressive Dental offers cleaning, whitening, fillings, extractions & more. Smile wider with Impressive Dental.

### CTA:

Book Now



## COSMETIC

### Headline:

Feeling insecure about your smile?

### Copy:

Impressive Dental group offers affordable and effective cosmetic dentistry to improve the aesthetics of your teeth. We even offer interest free payment plans so you can smile with confidence in no time.

### CTA:

Learn More



# KEY ELEMENTS OF SUCCESSFUL SOCIAL MEDIA STRATEGIES

## Conversation

Create two-way conversations with your customers to build brand loyalty

Organic Social

## Audience

Understand what your target audience is doing

Organic & Paid Social

## Drive Traffic

Drive traffic to your website & increase footfall in your clinic

Organic & Paid Social

## Conversions

Increase online bookings through advertising

Paid Social

# MARKETING FUNNEL

Seeding out the brand and content to new and unaware users.

Encouraging further action from users who know the brand, but haven't decided to commit.

Seal the deal by driving action from aware and intent users.

**Awareness**

**Consideration**

**Conversion**



# TRAFFIC ADS

Traffic ads function as a more 'top of funnel' approach, where the content is used to inform users about your brand and offering, and gently encourage further action or education by **clicking through to the website.**

Educate your users about your brand and it's USP's - it's a competitive market! Think about what makes you stand out against other dental practices:

- *Bulk Billed*
- Quality
- Affordable
- Convenient
- Local

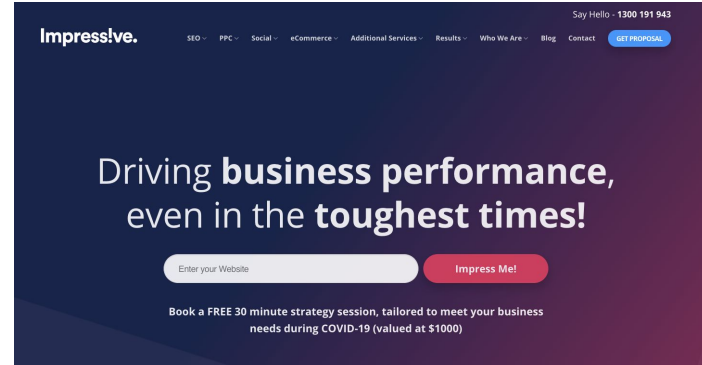


# LET'S TALK ABOUT LANDING PAGES

Just like customising your message to your target audience, you need to ensure the landing page that you're sending traffic to **meets the expectations of the user** while also helping you achieve your goals.

For Example:

- Writing a post about Invisalign and sending people to your homepage with no Invisalign information is a bad experience.
- Also if you wish to get more enquiries from potential Invisalign customers you need to ensure you have a contact us form or call us now CTA on your landing page.



The image shows a contact form with the following fields: 'First name', 'Last name', 'Email', 'Phone number', 'Industry' (dropdown), 'Number of employees' (dropdown), and 'Company age' (dropdown). Below the form is a reCAPTCHA widget with 'protected by reCAPTCHA' and 'Privacy Terms' links. At the bottom is a large red button labeled 'GROW MY BUSINESS'.



# KEY ELEMENTS OF SUCCESSFUL SOCIAL MEDIA STRATEGIES

## Conversation

Create two-way conversations with your customers to build brand loyalty

Organic Social

## Audience

Understand what your target audience is doing

Organic & Paid Social

## Drive Traffic

Drive traffic to your website & increase footfall in your clinic

Organic & Paid Social

## Conversions

Increase online bookings through advertising

Paid Social

# MARKETING FUNNEL

Seeding out the brand and content to new and unaware users.

Encouraging further action from users who know the brand, but haven't decided to commit.

**Seal the deal by driving action from aware and intent users.**

**Awareness**

**Consideration**

**Conversion**

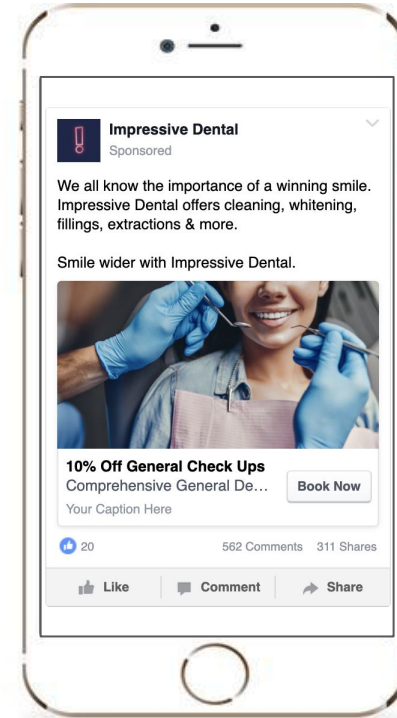


# WEB CONVERSION ADS

If you have a registration or booking element on your website, or a contact form, you can utilise conversion ads to target people who Facebook's algorithm deems more likely to take the action of completing registration or contact us form.

Utilise incentives here to encourage users to take action:

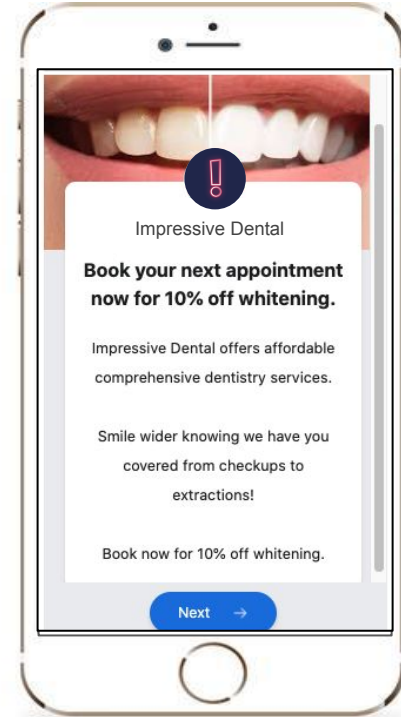
- Bonus Offer: *Free Consultation*
- Discounts: *10% off General check Ups*
- Referral bonuses: *bring a friend for 50% off*
- Payment Plans: *0% Interest Over 6 months*



# LEAD GENERATION ADS

Lead Generation ads are a **quick and simple** way of acquiring potential customer details through Facebook. The ad itself will open into a **customisable form** that users can fill out with their contact details.

These ads can show up in many placements across Facebook and Instagram and can be targeted to different audiences, including general location based prospecting, interest based prospecting (eg. Cosmetic dentistry, Invisalign etc) users that share similar traits to group or page members, or even retargeting page followers who have not yet converted.





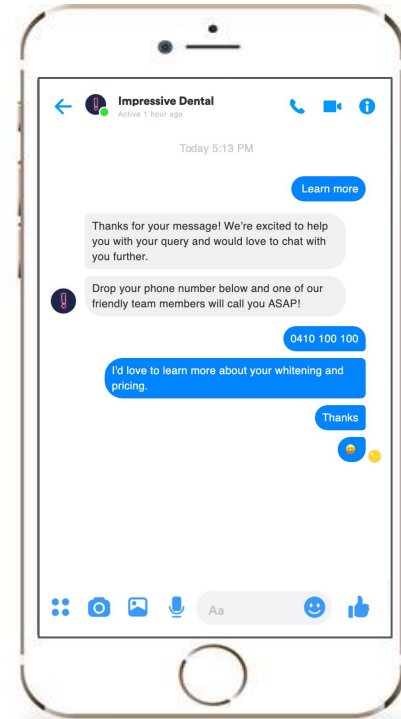
# MESSAGING ADS

Messaging ads have the same intent as lead generation ads, however the ad is instead prompting users to contact your Dental Practice page by clicking 'send message'.

An auto response can be turned on so that users are **instantly greeted with a response** as soon as they message.

Eg. *'Thanks for your message! We're excited to help you with your query and would love to chat with you further. Drop your phone number below and one of our friendly team members will call you ASAP!'*

This process is slightly more manual than lead generation ads but also allows a more **informal first contact** with users before calling them.



# SUMMARY

# TO RECAP

## Conversation

- Encourage engagement on your social channels.
- Use these channels to connect to your audience.

## Audience

- Segment your audiences into groups.
- Customise your messages to these segments.

## Drive Traffic

- Ensure your driving traffic to your website in order to capture your audience data.
- Don't forget to monitor the performance of your landing page.

## Conversions

- Use various types of ads to drive conversions for your dental practice.



**A BIG IMPRESSIVE  
THANK YOU**

# Fast Growth, Real Results.

We've helped big name brands grow even bigger. Think of us as the missing piece to your marketing puzzle.

Contact us for more information on how we can help your brand grow online.

[www.impressive.com.au](http://www.impressive.com.au)

**ASHLEY GREY** –  
Performance Director  
[ashley@impressive.com.au](mailto:ashley@impressive.com.au)

**AMY PEDDLESDEN** –  
Senior Paid Media Specialist  
[amy.peddlesden@impressive.com.au](mailto:amy.peddlesden@impressive.com.au)



# **EXTRA TIPS & RESOURCES**

# TIPS FOR YOUR ORGANIC SOCIAL STRATEGY

## Posting frequency matters little

Think quality over quantity. Posting as many times as possible does not help increase user engagement.

## Content types matter the most

You should always be thinking about what the follower wants to see and what type of posts will help your followers engage and interact with your posts.

## Live video is a must

Whilst video is great for boosting engagement and helping people get to know more about you and your dental practice, Facebook has introduced Live Video which is an excellent way for your followers to interact with you live, helping you create a connection with them.

# TIPS FOR YOUR PAID SOCIAL STRATEGY

## Dynamic creative

Facebook will select the best performing combination of images and text for your campaign automatically.

## Conversion optimization

Facebook will gather data during each campaign to determine who is most likely to convert into a patient.

## Remarketing

Facebook will let you use your own data to remarket your practice to patients who have visited you or shown interest in your services in the past.



# Imagery Specifications & Resources.

---

## Image Specifications:

- **Facebook**
  - Profile picture size: 180 x 180
  - Cover photo size: 820 x 462
  - Photo Size: 1080 x 1080
  
- **Instagram**
  - Profile picture size: 110 x 110
  - Photo sizes: 1080 x 1080 (square), 1080 x 566 (landscape), 1080 x 1350 (portrait)
  - Stories size: 1080 x 1920

## Resources for Editing:

- **Canva** - Free online creative design tool (<https://www.canva.com/>)
    - Large bank of templates for standard square posts and Instagram stories, themes and colours can be amended to be more cohesive with your own branding.
  
  - **Unsplash** - Free Stock Imagery ([www.unsplash.com](http://www.unsplash.com))
    - Handy for lifestyle posts, or to accompany motivational style posts. Good to include in the mix with your personalised, sales focused imagery.
-

# INSTAGRAM IMAGERY



Facebook has become more and more visual in character, as well as increasingly geared for mobile, while Instagram has always been a visual first platform. Avoid going too commercial or product-driven with imagery. Instead, aim to convey the human side of your brand.

## Tips for eye catching imagery:

- Try to use neutral colours, or pick a colour and make that your 'theme'.
- Don't use blurry photos and increase the contrast level on photos for crisper images.
- Aim for light and bright images with minimal shadow.
- When using templates, be cohesive with colour. Use a synonymous colour to tie into your company branding.



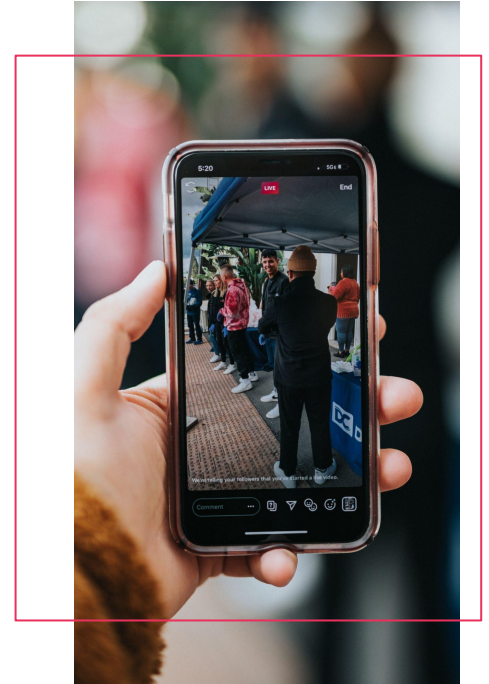
# BEST PRACTICE VIDEO

**“500 million people watch video on Facebook every day. The easiest way to capture their attention is to pick up your phone and start filming.”**

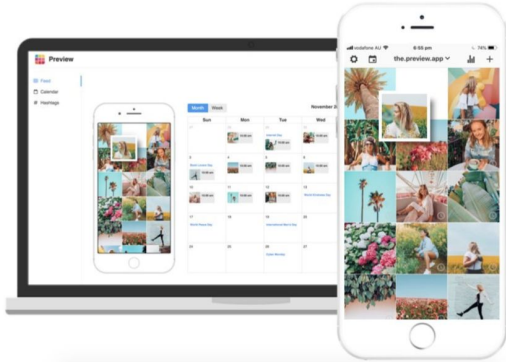
The attention span of the audience is extremely short on social, so try to keep Facebook videos as short as possible. While the maximum video length is 240 minutes, Facebook recommends keeping them as short as 15 seconds.

## Tips for using video:

- Upload your video to Facebook when sight, sound, and motion best express your message.
- Short (<5 minute), authentic videos from public figures/staff often perform best with fans. Videos shot on your phone with authentic content typically beats formal, studio-produced clips.
- The first few seconds matter most to capture attention in News Feed. Use thumb-stopping visuals to make an immediate impression.
- Add captions or use visual aids to enhance the video for people watching without sound.
- Add a compelling description to your video as a “headline” to intrigue viewers. Add tags and a location where possible.



# PLANNING/SCHEDULING POSTS



Time is a viable resource. Make sure your work is efficient, planned & thought through. Use these resources below to plan & schedule your posts.

## **Preview App - Instagram Feed Planner** (<https://preview.app/?ref=lets-go>)

- If you have forward planning, you can create beautiful themes within your profile. You can upload a bank of content to the app, then drag and drop the order that looks most visually appealing, so your content will flow seamlessly. This app does not post your content for you.

## **Onlypult - Paid Instagram scheduling tool** (<https://onlypult.com/>)

- A step above Preview App, you can forward schedule bulk content, and the platform will post on your behalf. This is a paid platform.



A hand is shown in silhouette, holding a glowing light beam that transitions from red to blue. The background is a gradient of dark blue and purple. The text "Pioneering Performance." is overlaid in white, bold, sans-serif font.

**Pioneering  
Performance.**

**Impress!ve.**