



List of 100 Marketing Ideas

Internal Marketing Ideas

1. Purchase branded lip balm, water bottles, etc. to hand out to patients.
2. Send out birthday cards to patients.
3. Send thank you cards to patients who refer others to the practice.
4. Send welcome cards to new patients.
5. Create an in-office slideshow for the televisions in the reception area to highlight special offers or services you wish to promote.
6. Call patients the night before a large procedure to help ease their anxieties and fears.
7. Call patients to check in the day after large procedures.
8. Put a magnetic sign for your practice on your car to spread awareness.
9. Create an in-office point system and give away prizes for younger patients who are cavity free.
10. Create an in-office point system and give away prizes for older patients (free Sonicare toothbrush, free teeth whitening, etc.) when they show up for their appointments.
11. Surprise young patients with a free gift for different milestones (no cavities, good grades, new tooth, etc.).
12. Have patients put their business cards in a bowl at the front desk and draw a winner quarterly.

Referral Marketing Ideas

13. Anytime a patient compliments the practice, remind them that you are accepting new patients and welcome their referral.
14. Encourage your staff to ask for referrals on a daily basis.
15. Run a monthly or quarterly internal giveaway based on the number of referrals each staff member produces.
16. Create a "brag box" in the staff room, where staff can anonymously brag about another staff member asking for a referral.
17. Email a reminder to your practice database to make a referral.
18. Enter each patient that makes a referral into a monthly or quarterly giveaway.
19. If you are a specialist, create branded referral sheets with your practice information and map to hand out to referring doctors.
20. If you are a specialist, visit with referring doctors on a quarterly or twice yearly basis.

Online Reviews Ideas

21. Ask every single patient you see to write you a Google+ review until you have at least 20 5-star reviews.
22. Respond to all online reviews your practice receives.
23. Email a reminder to your practice database to write a review.
24. Enter each patient that writes a review into a monthly or quarterly giveaway.
25. Hand out a postcard with instructions on how to write an online review to patients.

Facebook/Social Media Ideas

26. Post to your practice Facebook page 1-2 times per week.
27. Share your practice's Facebook posts on your personal page.
28. Invite all your Facebook friends to like your practice Facebook page.
29. Create scripts for your team to use as a guide in promoting your page.
30. Post practice updates, anniversaries, birthdays and milestones on your practice Facebook page.
31. Post on Facebook once per month that you are currently accepting new patients.
32. Promote all of your raffles, drawings and giveaways on social media.
33. Post about popular industry-wide topics on your social media profiles.
34. Post on Facebook about any philanthropic campaigns you take part in, such as hosting a food drive or providing free toothbrushes to a shelter.
35. Put up signs in the office asking patients to like your practice Facebook page.

Content Marketing Ideas

36. Write a series of content (200-500 words per piece) answering your patients' burning questions and post them as blog entries on your practice website.
37. Email the pieces of content to your patient database.
38. Use these pieces of content as a way to educate and ease patients toward those higher-ticket services.
39. Add a visual element to each piece of content.
40. Have your staff guest-write a piece of content focusing on their specialty or expertise.
41. Create video content explaining larger, more complex procedures to feature on your website, share with patients through email and post on your practice Facebook page.
42. Recycle your content pieces by repurposing them into videos or podcasts.

Website Ideas

43. Add "Accepting New Patients" to the pages of your website.
44. Create a form on your website where patients can easily refer others to your practice.
45. Update your website with new photos, staff members and information annually.
46. Hire a professional photographer to take after shots of your patients to post on your website or use in other marketing materials.
47. Make sure before and after photos are all full-face photos, since the smile comes through as much in the eyes as it does in the mouth.
48. Highlight awards, achievements and accolades on your website.
49. Feature a 24/7 scheduling tool on your website so that patients can set up an appointment any day, any time.
50. Create a web page targeting people looking for "No Insurance Dentistry".
51. Make sure your website is responsive to all mobile devices.
52. Compile FAQs into a webpage to increase traffic from people who need answers before they book an appointment.
53. Whenever another website mentions your website, make sure they provide a link to your website.
54. Offer your knowledge to local resources by guest-blogging on their website.
55. Optimize your website for search engines.



Print Marketing Ideas

56. Develop a brochure for your reception area and new patient packets.
57. Pass out business cards to the local businesses surrounding your practice.
58. Print business cards for everyone on the staff and have them distribute five per month.

Online Advertising Ideas

59. Run a Google AdWords campaign.
60. Reengage with people who have been on your website with a Google Remarketing campaign.
61. Run an online ad for people looking for "No Insurance Dentistry".
62. Gain awareness from your target market for certain services by running a Google Display Ad on related websites.
63. Tell a story about your brand with a Facebook carousel ad.
64. Create an interactive experience with a canvas ad on Facebook.
65. If your practice is new to the community, run a Facebook campaign to generate new likes for your page so that you have an audience to communicate your services to on social media.
66. Run a YouTube advertising campaign.
67. Run a Yelp advertising campaign.
68. Run a LinkedIn ad targeting people from major local corporations.
69. Run a LinkedIn ad targeting individuals with higher incomes.

Other Traditional Marketing Ideas

70. Run a radio advertisement.
71. Run a television commercial.
72. Run a direct mail campaign.
73. Target new move-ins with a "welcome" mailer.
74. Target new movers with a direct mail campaign.

Community Outreach Ideas

75. Volunteer at a local school to teach young children about building good oral hygiene habits.
76. Volunteer at a church or community center to teach young children about building good oral hygiene habits.
77. Sponsor a local sports team by donating water bottles or jerseys.
78. Advertise on the scoreboards of local gyms or recreation centers.
79. Network at your local Chamber of Commerce.
80. Develop partnerships with other related industries for co-promotion.
81. Donate to charities.
82. Submit any philanthropy work you do to local newspapers via a press release.
83. Hold a candy buy back program at Halloween.
84. Participate in a local event or 5k and give away toothbrushes/business cards to spread your name throughout the community.



Event Ideas

85. Hold an open house or holiday party to reintroduce patients to the practice.
86. If you are a specialist, hold a lunch and learn among referring doctors.
87. Hold a client appreciation event at a movie theater, zoo or other family-friendly venue.
88. Attend local and industry-wide networking events.
89. Create your own networking event with other local dentists and specialists.

Special Promotion Ideas

90. Offer a military special.
91. Offer a senior citizen special.
92. Offer free consultations for certain services.
93. Offer seasonal specials (teeth whitening for bridal parties in the summer or teeth whitening for teens before prom or graduation).

Other Ideas

94. Appoint one person on your team to spearhead all marketing efforts.
95. Track exactly where patients are coming from so you know which marketing tactics are working and which are not.
96. Survey your patients to learn more about what could be improved upon the practice. Implement those suggestions.
97. Determine your vision for the practice and coach your staff on how, as a team, you can make this vision a reality.
98. Apply online for Business Awards to boost credibility and increase new patient awareness.
99. Hold a creative brainstorm with your team to come up with more ideas to implement into your marketing strategy.
100. Read [Kaboom!](#) if you are overwhelmed by marketing.