



BusinessBite

Practice Management Information for Implant Dentists

Five Ways to Manage a Social Media Campaign

**by Steve Schadt
Einstein Medical**

1. Secure your name on the social media sites.

We know this has a huge benefit for search engine optimization. We know LinkedIn currently comes up number one under searches for people on it. We know that Twitter, whatever you may think about it, has a big search engine benefit. You should go out, button up your practice name, plant your flag, and then come back. Do it before somebody squats on it. Do it on Twitter, Facebook, and LinkedIn. It doesn't take long. We know that is going to have a long term search engine benefit. You will be more easily found. Period.

2. Always start and point back to your website.

Whatever marketing craziness you cook up on the web, make sure you're ALWAYS pointing back to your website. Your website is your core property. Your website is your home. You own your website. You don't own Facebook. You don't own any of the other stuff. You own your website.

The more you create links back to your website, the more value you are creating for your website and the more equity you're building. If you buy a Laser, make sure you get in their directory and point back to your site. Get listed on their Facebook page and point to your site. If you're a member of an association, make sure you point back to your website. There's big value there and it's an efficient thing to focus your energy on. Your website is your most valuable online asset.

3. Create News.

Make sure you're thinking about your practice in terms of newsworthy and time sensitive events. Events, specials and promotions are the things that social media really picks up well. You'll get more traction, more quickly. You'll get more followers. You'll get more people interested in it. It's plain old better content. It also makes it OBVIOUS what to talk about on your website and social media campaigns. The keeps you from spending a lot of time composing articles and keeps you focused on the profit centers. If you get a

great new outcome, that's news! If you just got back from the AAID Annual Meeting, that's news! Write about something you learned at the AAID Annual Meeting. Treat everything like it's important and your writing for social media will become much quicker, more fun to read and more efficient.

4. Build a list of patients and prospects.

If you currently let people walk out of your practice without getting their e-mail address, that's really, really stupid. E-mail is how you add people to your Facebook campaign. E-mail is a low cost way to communicate with your prospects and patients. An e-mail list of your patients would, by definition, contain all your word of mouth referrals. Create a VIP list and cultivate it. Everything you do should grow this VIP list. Direct mail costs about \$2.50 per person and they're a bunch of unknowns in a zip code. Based on that, the value of a list of 1000 targeted people that you owned? At LEAST \$2500.00 every time you sent out ANYTHING. E-mail is probably the most effective and least expensive way to touch your patients and prospects.

5. If you think it's stupid, stop doing it.

Is your marketing creating a ton of work? Then stop doing that! Follow your gut and your instincts. If you think Twitter is the dumbest thing ever, don't do it. Improving your search engine positions makes sense. Building a list of local people makes sense. Doing something crazy because some website developer/barista told you to? That makes no sense. Follow your intuition and your gut because if you don't sincerely believe in it, it isn't going to work anyhow. Always ask: What's the legitimate business goal? That's the big thing to think about as you embark on a social media campaign.

Interested in learning more?

Contact the experts at Einstein Medical.

Call 800.258.9221 or visit us at:

<http://www.einsteinmedical.com>