What Highly Successful Dental Implant Dentists Do to Stay On Top

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The Pareto Principle states that about 80% of the effects come from 20% of the causes. For example, 80% of your professional referrals likely come from 20% of your referring dentists. (Please develop ongoing systems to take very good care of those “A” referrers.) What’s more, 80% of your employee problems likely come from 20% of your employees.

This concept also applies to sales in virtually any industry. For example, 20% of insurance salespeople sell about 80% of the policies. More intriguing, 20% of the top 20% (4% overall) sell about 2/3 of all insurance policies. Looking at this phenomenon another way, 96% of insurance salespeople are therefore left to fight over 1/3 of the pie.

What about implant dentistry? From the Pareto Principle (and our own experience) we can deduce that a relative handful of the busiest implant practices perform the majority of these lucrative procedures. With $6.4 billion in estimated revenues for dental implants and prosthetics in the US alone, that translates into an excellent opportunity for you.

Develop the right mindset and follow marketing best practices

Over the past two decades we’ve worked with every consumer-direct dental and medical specialty, including implant dentists. Since we specialize in marketing highly successful practices, we see the Pareto Principle in action every day.

But what do the most highly successful practices have in common?

We find they are usually excellent clinicians, AND they treat their practice like a business. Rather than try to be all things to all people, they focus their practices on a tightly defined, lucrative specialty. They soon dominate their market by doing what it takes to ensure success. They build systems to ensure referrals from other doctors. They invest heavily in smart, ROI-based marketing campaigns. They hire marketing experts to lead their marketing. Collectively, we also know that most successful practitioners tend to be bold, clear-headed, hungry for even greater market share and highly competitive.

Here's what you can and should do to model their success.
Create a predictable lead generation machine

The implant dentistry market leaders generate leads that can become patients. They use online campaigns, produce TV commercials, and create print ads without worrying about being called “a mill” by their competition.

They reach out to all inquiries that come via their website, though calls, and through emails.

These leaders also use social media “push” marketing to send out emails and leverage social media with special offers in their office. To help fearful patients get up the nerve to call, they utilize offers like free consultations.

Turn callers into visitors and visitors into patients

Most practices don’t realize just how many patients are lost at the front desk. The leaders have trained “closers” on the phone and proven sales systems in place to bring in patients.

But they don’t just answer the phone. Successful practices walk prospective patients through their dream of having a perfect smile, then talk them through some treatment options, handle the money issues and answer objections.

When you invest in professional phone and sales training, your team can turn callers into visitors and visitors into patients, ultimately yielding dozens of new patients a month. So if your conversion rate is low for new inquiries, this high-impact strategy should not be overlooked.

Host seminars to attract the right kinds of patients

Corporate practices use regularly scheduled seminars — another lead generation component — typically held on evenings at local, upscale hotels. They promote the seminars heavily through online and offline marketing and create systems to register would-be patients and follow-up appropriately.

Their professional presentations about dental implants include a host, a professional presentation, happy patients with amazing stories, and one or more dentists on hand to answer questions. Sometimes, they even provide wine and cheese.

Build a marketing-based, mobile-responsive website

The most successful dental implant practices create websites that feature a mobile-responsive design that will work on any internet-connected device, from a smartphone to a tablet to a laptop to a desktop.
The most successful websites are far more than merely “pretty.” Rather they include all the right components to get patients to pick up the phone and call. That means (for example), calls to action, emotional graphics, motivating copy (words) and a Before/After Smile Gallery to display their best implant work.

**Leverage video testimonials**

Leading dental implant practices use video to share the emotional stories of patients who were once too embarrassed to show off their smiles. All of these videos are typically housed on their websites under a “Video Testimonials” page, and on YouTube, the world’s second most popular search engine.

**Aggressively use SEO for organic search.**

Quite simply, you want people to find your website in organic search. There are two sides to this coin.

A robust SEO strategy includes an on-page search engine optimization with original content, effective keywords, meta titles and meta descriptions.

Meanwhile, off-page SEO encompasses backlinks to other websites, a social media strategy, and getting placed in online directories. You’ll need a strategy that includes all of this to be successful in organic search and beat out your competitors.

You’ll also want to write and post blogs to your website at least once a month. These can show before and after photos of a dental implant patient, compare implants to dentures and bridges, and discuss the types of implants and techniques.

**Utilize paid search and display ads**

When I speak at seminars and conferences, I often joke that doctors don’t care about websites, brochures or brands. Instead, they would prefer to put $100 into a box and have a patient pop out. In my years of experience, search advertising (aka pay-per-click or PPC) is the closest thing to that box.

Leading implant dentists and other medical professionals utilize agencies like ours to manage their pay-per-click (PPC) search and display ads. These are what you find at the top of the search engines in the first few results (accompanied by the word “Ad”).

We’ve seen proven results from combining these local search ads with display ads and remarketing that follow prospective patients around from site to site.

**Advertise on Facebook**

Facebook is still the primary social media channel, and Facebook ads are the best way to reach new patients on social media. Any ad on Facebook should link to your website
or “landing page” to reiterate your points of difference as a dental implant dentist, and to capture some essential patient information such as their name, email address, and city.

**Traditional Media**

Don’t forget to include traditional media like television, radio commercials, direct mail and even newspapers. The big corporate dental implant practices know what they are doing. Advertising, when done correctly, works.

**Think Bigger**

While we have touched on many marketing tactics here, the most important thing for you to remember is the mindset of highly successful practitioners. Our team has worked with thousands of practices over the years, and I can only tell you that the most successful practices are willing to DO what it takes to succeed. Once the right marketing and clinical systems are in place, your potential will be limitless.

Stewart Gandolf, MBA, was consulted for this article. He is Chief Executive Officer and Creative Director of Healthcare Success, a full-service marketing and advertising agency dedicated exclusively to helping healthcare organizations attract new patients, enhance their reputations and maximize their business success.