

# Quick Action Steps to Market Your Dentist Office

Providing services to patients in the face of immediate need is a necessity in the dental industry. Being at the forefront of searches as a patient is casually looking for the perfect fit for their dental needs is also essential.

To combat the always competitive and ever-changing digital marketing landscape, your business should stay informed on the strategies that are best suited to your industry. Here are a few stats to lead you in the right direction!



## 74% of Facebook users check the platform daily

While this information isn't limited to Facebook, having a user base on social media is an essential part of your business communication. In times of change, planned or not, social media is a guaranteed way of getting your messages or updates there, especially through popular platforms like Facebook.



## 33% of marketers use paid advertising to increase their brand awareness

There is a lot of untapped marketing and patient acquisition potential in the dental industry. By utilizing paid advertising campaigns, your dental office can get the brand awareness you need to attract new patients from continued exposure to your advertisements.



## 93% of online experiences begin with a search engine

You must target your audience through these large search engine users! And while search volume for specialty dental services is relatively low, it is important that you target a wide and generalized audience with your local search. This way you have the opportunity to bring in a larger patient base.

