Blowing your own trumpet

In part one of this three-part series, Dr Solanki highlights why it’s essential to spend some time and money advertising your services.

The boxes on your checklist have been ticked. You’ve attended all the courses (and hung the certificates). It’s officially time for you to bring your own brand of life-changing smiles to patients across the country. But what happens if this is the same story as hundreds of other dentists? After a few months you haven’t noticed an upturn in profits, how can this be changed? How will you stand out from the crowd?

Have you told any of or potential patients that you are qualified to do many dental treatments including aesthetic work and that you want to be doing more of it? How about the equipment that you use and your specialist team that will work hard to ensure any time spent at the practice will be relaxing, comfortable and worthwhile?

How can you expect patients to take advantage of your new/improved services if haven’t told anybody about them?

If you are relying on dentists to refer to you, how are you going to explain to your colleagues that not only is your work of an outstanding calibre, you are also at the forefront of customer care? Meeting other dentists can be extremely difficult to schedule for both parties and to develop this kind of trusting relationship, you need to display very quickly that you and your team possess all the necessary qualities.

Meeting at conventions and training/educational workshops is a great opportunity to make introductions to other professionals, but it is also precious time away from the practice and networking may not be completely appropriate as you have your own goals to achieve from attending classes of this nature.

Are you a lab that offers dentists products that could save them time and money? Is your premises a modern approach to working with a dental laboratory and you have an excellent roster of technicians at your disposal, working with the latest materials and hi-tech equipment?

Many dental professionals are willing to spend tens of thousands of pounds on new hi-tech equipment or continuing education yet will be reluctant to make a small investment in advertising, marketing or creating a quality website. Consider this, by making a small investment:

- You have control over how people view your practice
- An excellent opportunity to stand out from the crowd
- The chance to entice new patients and benefit financially

Marketing doesn’t have to be an expensive exercise, a big campaign or even time consuming. How are you going to reach your audience? What is the point of having a shiny new instrument if it never gets used?

In the next part of this series, we will look at simple and effective marketing ideas, targeting your audience and whether your practice ready for the push.

About the author

Dr Solanki studied medicine at the University of Oxford followed by a PhD, having come from a business-orientated family he followed his passion of starting up a dental marketing company with its strengths in online search marketing in early 2007. Dr Solanki now offers dedicated marketing strategies for dental practices on a referral only basis.