



Temos

Trust • effective medicine • optimized services

Grow your dental practice

Social media & COVID-19

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Speakers: Irving Stackpole, RRT, MEd and Parker Hodges, DMD



STACKPOLE
& Associates, Inc.
The Science of Services Marketing

GOALS AND OBJECTIVES

- Fortify, protect and defend the share you have
- Increase the share of the markets you want
- Digital Marketing

A FEW DEFINITIONS - FOR CLARITY!

MARKETING

- Management of the “touchpoints”
 - Consumers / Customers / Clients
 - What do they think of us?
 - How to manage how they think of us?
- Raising / maintaining awareness
 - When the need arises, who comes to mind?
- Generating leads
 - How many inquiries / calls / referrals?

A FEW DEFINITIONS - FOR CLARITY!

MARKETING

- Product = What do you do?
- Placement = Where do you do it?
- Price = How much does it cost?
 - \$ and 🕒 and ...
- Promotions = How did you hear about us?
- Position = The dominant opinion → markets

Σ = Brand YOU!

A FEW DEFINITIONS - FOR CLARITY!

SALES

Sales – a definition

- Behaviors which persuade and influence customers and consumers to select you vs. others'
- Securing commitment

A FEW DEFINITIONS - FOR CLARITY!

Marketing vis-à-vis Sales

Marketing Is Intellectual Sales Is Behavioral

- Messages, media, images & timing

- Answering the phone, greeting patients / consumers / clients

- Sales is a Full Contact Sport!

COMMUNICATING WITH HUMANS

IN MARKETING AND SALES, WE HAVE TO COMMUNICATE!

- Sales & Marketing the job is to “manage the communications”
- We are responsible for not only what we say, but to a large degree, *what others hear*
- It’s not what you say, but what they hear that counts

PLANNING - Getting started

- Who are you speaking to?

Audience, Relevance & Search

- Types of clients
- Personas

AUDIENCE, RELEVANCE AND SEARCH

Personas: what are the searching for?



PLANNING - Where will you be active?

- Channels
- Facebook, Pinterest, Instagram etc.
- Your website

PLANNING - Where will you be active?

- Content
 - Target your personas
- The content calendar
 - Holidays
 - Events

Ready, Aim, GO!!

START!

Engage your patients / clients / customers



KEEP IT GOING!

- Involve the team
- Staff & Patients
- Likes & posts – releases
- Have ***FUN!***

RESULTS

Page Views

January 11 - February 7

48

Total Page Views ▲4%



Post Reach

January 11 - February 7

254

People Reached ▲310%



Post Engagement

January 11 - February 7

298

Post Engagement ▲1319%



Facebook Overview



How customers search for your business

1 quarter ▾



- Direct**
Customers who find your listing searching for your business name or address
- Discovery**
Customers who find your listing searching for a category, product, or service
- Branded**
Customers who find your listing searching for a brand related to your business

QUESTIONS AND ANSWERS