

mediahawk

Brush up your dental practice marketing



Introduction

Marketing and advertising is key to the success of your dental practice.

But what generates enquiries and what doesn't?

You are likely to have several ways of generating patient enquiries: Adverts, a Google Business profile, your website... The problem is, how do you know what's working?

The secret when it comes to improving your practice's marketing is simple. Do more of what works, and stop spending money on what doesn't.

It's a simple philosophy that has some powerful technology behind it. Imagine discovering that 80% of your phone enquiries are coming from one source, while several aren't bringing in any at all? Would you keep spending large amounts of money on those ads or would you cut them out altogether?

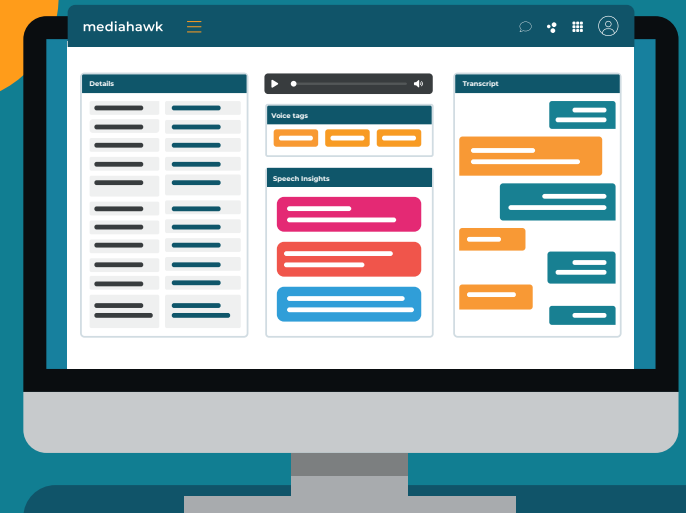
Many dentists have made similar discoveries and are finding their marketing now produces a greater ROI. This guide shows you how to do the same.

Discovering what works

First identify how your prospective patients get hold of you. Perhaps they found you by looking in a local business directory or magazine, or heard an advert for you on local radio. Most likely though they searched Google for you and ended up on your website.

You've no doubt got a phone number on your website, as well as a contact form for patients to get in touch or make an appointment.

However, which of your contact methods drive the best response rate, revenue, and number of patients to your practice?



92% of search queries are made up of long-tail keywords.

77% of patients use online reviews as part of their journey to find a dentist.

71% of people looking for a dentist will search online.

48% of patients will conduct over two weeks of research before scheduling an appointment.

41% of people say that social media content influences their choice of dentist.

35% of traffic for dentists is driven by paid search.

14% of clicks on search engine results pages are from Google local search ads.

Source: <https://www.followapp.care/200-dental-industry-statistics-for-2024/>

Driving practice growth



Which of your services are popular?

You likely offer an array of services, so your job is to find out which services your website visitors are viewing and subsequently contacting you about.

If you have a web agency looking after your website, then they'll probably have Google Analytics in place. This helps track how many visitors you're getting and which pages they're viewing.

With Google Analytics you have your digital activity covered, but what about phone calls? Google Analytics can only track your web activity and certainly not printed adverts. This is where **call tracking** comes into its own.



Tracking online and offline

If you use print adverts to drive telephone response then it's paramount you have unique phone numbers on them. Call tracking will allow you to analyse which adverts or publications work and increase patient numbers – and which don't.

You should also track which online sources bring in phone calls. With Mediahawk you can track email, social media and pay-per-click results as well as your website. This dynamic online call tracking works by assigning a unique telephone number for every website visitor.

This powerful technology gives granular insights into your marketing and advertising.



Inbound calls

A huge pain point for many dentists is not knowing how the phones are being answered and if staff follow instructions when talking to patients. You want to train staff to perform better, but while you're working in the business it can be hard to find out what's going on.

A receptionist may miss out on up-selling opportunities, give misinformed advice, or forget to enter patient details on your practice management system. A little guidance can go a long way to catch these opportunities and fix problems.

To know what to fix, you need to listen to the calls in question – which is hard when you're with patients all day. That's where **Speech Analytics** becomes useful.



Mediahawk reveals the campaigns behind the calls and website enquiries that are coming into your practice. No more guessing how well your campaigns perform, or where to focus your marketing spend.

How Mediahawk helps dental practices

Mediahawk reveals the campaigns behind the calls and website leads that are coming into your practice. No more guessing how well your campaigns perform, or where to focus your marketing spend.

Quickly and easily track the marketing campaigns that lead to enquiries and improve your return on investment (ROI).

Make sure you only spend your marketing budget on the campaigns that result in enquiries, and eliminate wasteful spend.

Understand the full visitor journey, from first click through to the phone call into your practice.



Tailored solutions for dental practices

✔ Increase leads

Attribute calls to sources to find out what campaigns and channels work and what doesn't, such as PPC and social media. Segment your enquiries by region, campaign, or by individual practice, and use the insight to shape your marketing activities.

For example, use our Google integration to create custom audiences and use them as positive signals for your Performance Max campaigns.

✔ Boost sales and after sales

Sales Matching allows you to match your sales data with phone enquiries, and then use the insight to replicate the results, and increase the average patient value. For example, send the data into **Google Ads to improve targeting**, and create similar audiences to source new enquiries.

Plus, our AI-driven Speech Analytics solution harnesses every conversation to automatically identify trends so you can adapt your strategy to improve conversions.



✓ **Uncover performance issues**

Parameter Connect automatically ties offline and online call and visitor data for a complete view of your marketing performance and to easily compare different treatment offers, practices, and channels, to pinpoint areas for improvement and what's working well.

✓ **Manage tight budgets**

With rising costs and flat or reduced budgets, return on investment is key. Uncover the activities that work and those that don't for complete budget optimisation.

For example, reduce your PPC cost by focusing on the keywords responsible for new enquiries, and use our **Google integrations** to remarket to those about to make a decision.

✓ **Improve sales performance**

Our **Advanced IVR** feature is perfect to route your enquiries to the right teams fast, and reduces caller frustration. Plus, use your most profitable IVR outcomes to create custom audiences for further advertising.

Mediahawk's Speech Analytics uncovers valuable insights into what resonates with patients, and what doesn't. It establishes an important feedback loop with customers, enabling you to improve sales performance and increase customer loyalty.

✓ **Save time on repetitive tasks**

Speech Analytics automatically translates calls (redacting sensitive data) and identifies outcomes, and our API can send lead data straight into your CRM, so you don't have to add it manually.

Customers agree



“Implementing Mediahawk has transformed our approach to marketing measurement and performance. By gaining deeper insights into customer behaviour, optimising our PPC strategy, and improving attribution across channels, we’ve achieved stronger audience targeting, higher-quality leads, and more efficient use of our marketing budget.”

Digital Marketing Manager, MHA

“Mediahawk allows me to delve into such a granular level of detail for each channel that I can make quick marketing decisions based on what’s working month on month.”

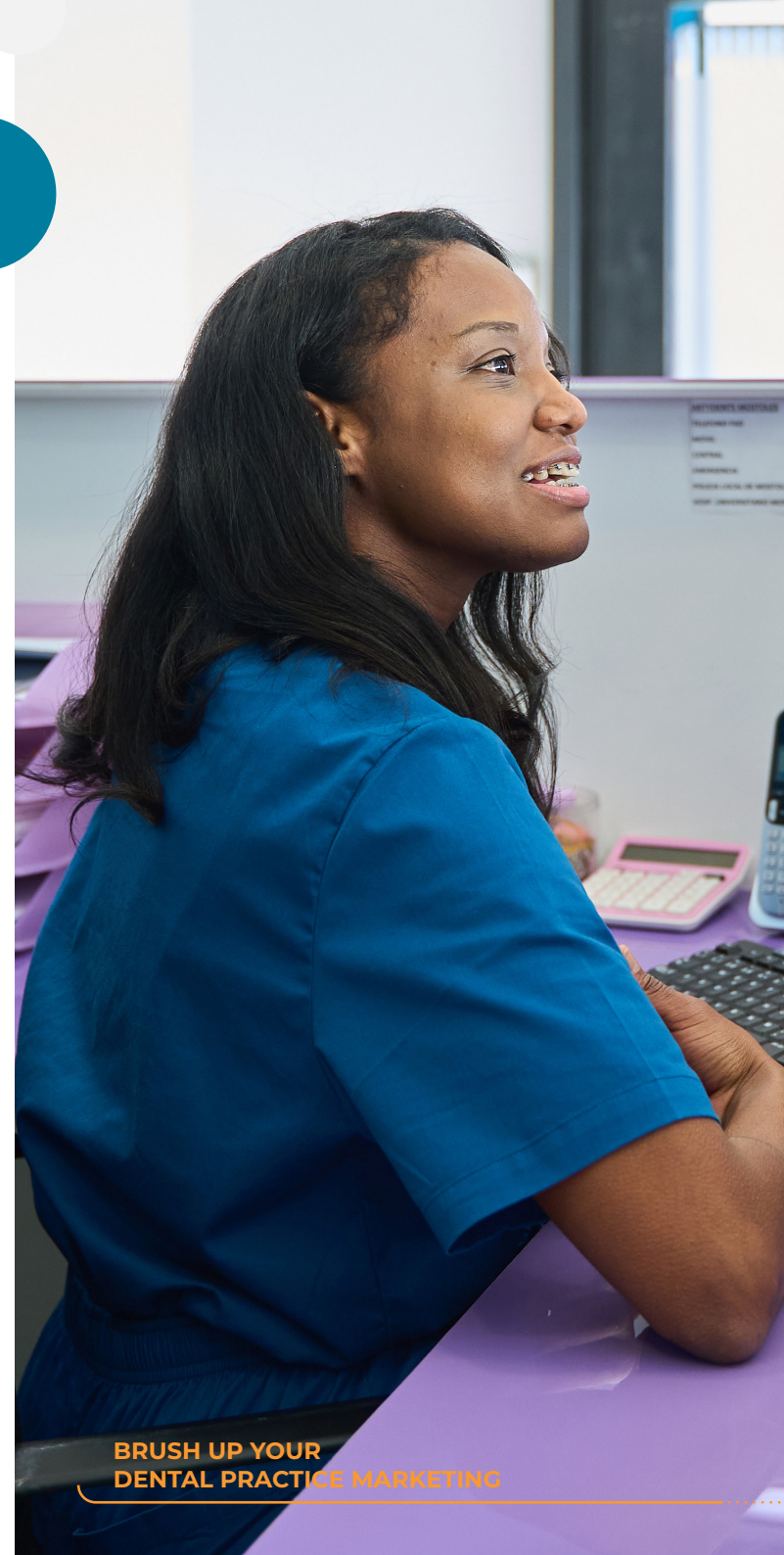
Digital Marketing Manager, Barchester Healthcare



Confidential
Clinic & Group Dental & Facial Remediation



mediahawk



mediahawk

About Mediahawk

Mediahawk combines technologies like call tracking, marketing attribution, and Speech Analytics to help dental practices like yours achieve their most ambitious goals and overcome their biggest challenges.

Our platform provides the tools you need to uncover the detailed, up-to-the-minute insights that demonstrate how your strategy, channels, and content are performing. And when you have that data? You'll know exactly how to get maximum ROI from your approach.

Trusted by more than 4,000 marketers, our platform, experts, and **Client Excellence Programme** support organisations of all sizes and sectors.

Get in touch today to start the conversation.

Call on:

0333 1300 308

Or visit:

mediahawk.co.uk

