



Brush up your
dental practice marketing



Call us today **0333 222 0993**

mediahawk



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 Places listing, 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 probably got a phone number at the top of your website, as well as a contact form where prospects can email you. This form gives people an option to contact you for routine treatment.

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

Did you know 51% of patients look for dentists via search engines, 42% via print media. 13% considered dentists via ratings and reviews sites.

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.

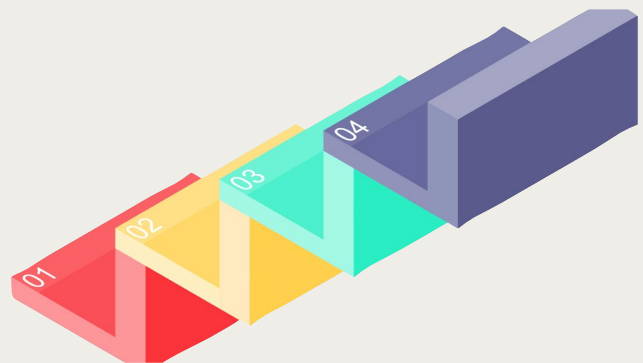
Inbound calls

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 upselling 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 call recording becomes useful.

Mediahawk comes with call recording and reviewing as part of the solution.



Combine web analytics and call tracking to see which marketing channels drive enquiries to your practice – online and offline, email and phone.

The Mediahawk experience

Mediahawk is a leading call tracking and marketing analytics provider, monitoring the advertising effectiveness of thousands of marketing campaigns for dental practices.

As a dentist it's important to look after your patients, but as a business owner you've got to be certain you're spending on marketing in the right places.

Our online and offline call tracking solution creates an overarching view of your marketing response rates. In no time at all, you'll be able to increase your leads and gain a better insight into what's really contributing to your bottom line.

Our service integrates seamlessly with many marketing packages including Google Analytics and AdWords, Salesforce, Hubspot, Optimizely, Marin Software and more.



Why choose Mediahawk?



Reliable telecoms service: Your allocated numbers are safe, secure and yours as long as you need them. We only partner with top tier telecoms networks for maximum reliability, no matter which country in the world you need to deploy a campaign in.



Obsessive customer service: We know how frustrating long set up times can be. That's why we pride ourselves on our fast and accurate on-boarding and support. In the unlikely event of a failure, our disaster recovery service has the ability to switch all of your, or your client's calls to different destination numbers. We'll never leave you hanging.



Feature rich platform: Mediahawk comes with more features than other providers. And with a strong product roadmap, we never stop innovating to give you more value.

Customers agree

Owner, Adrian Mullish Dental Care

"We can now monitor phone calls and keep tabs on what's going on in the business.

Before using Mediahawk I couldn't understand how our incoming calls were being dealt with. Now we can train our staff more effectively where needed.

We can also track to see what response our marketing efforts are getting so we can cut things that don't work and do more of what does.

Mediahawk's customer service was incredibly helpful and fast in helping me set up my call tracking campaign."

Head of Marketing, Zita West

"Professionally managing telephone enquiries is critical in the healthcare sector and an important part of our philosophy at Zita West.

Since using Mediahawk we have been able to get a more complete picture of the effectiveness of our online marketing and identify the areas providing the best value for money. Importantly we are able to build a more complete understanding of our marketing ROI.

Mediahawk's call tracking was effortless to implement and the reporting is organised so that you can find the information you need to make decisions quickly."

Some of our clients



The Power to Surprise



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Increase consultations with call tracking

Request a demo today to see how call tracking can enhance your services, streamline conversion tracking and improve patient relations.

- **MEASURE** campaign success and prove how your efforts have generated sales. Make sure you are focusing on the right areas and maximise your marketing budget.
- **IMPROVE** your value proposition. Close the loop linking together on- and offline analytics for a total view of marketing through to consultation.
- **ENSURE** quality of service through call recording and scoring. Create continual practice improvement plans and enhance your reputation.

Mediahawk is the UK's longest established call tracking business.

It is at the forefront of international telephone attribution within the dental, healthcare, financial services sector, legal and professional services, automotive, retail, and travel.

Request your demo now

0333 222 0993

www.mediahawk.co.uk/call-conversions

