

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us



If your firm specializes in medical or dental practice clients, addressing their pain points is just as important to them as them addressing their patients' pain points. But how do you do it?

Begin by knowing who your target market is. Is it small, family practices, large organizations, such as hospitals, or is it specialists in specific industries?

Knowing who you want to attract will help you to create a marketing strategy to help

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

systems not matching the practice's workflow, and the inability to exchange information between practice offices.

How could your firm address those pain points? What suggestions could you offer that have a unique perspective?

Once you have several posts on your site, link them together in an "Additional Resources" section at the bottom of each post. Remember, no hard selling. Keep the post about the facts, solutions, and a call to action to contact you for more information or a consultation.

Once the posts have been added to your website, share them in social media and in online groups where your target market hang out. Remember to add relevant hashtags to the social media posts. Hashtagify.me is a great resource to help you find the most popular hashtags.

Another interesting way to reach your target market is with Twitter lists. Twitter lists allow you to create a list of Tweeps (profiles) that you can send targeted Tweets. Research your top prospects. Find their Twitter handle. Add those handles to a Twitter list. Create a series of Tweets you want to send using this formula, @YourFirmHandle/ListName Insert your tweet. [link to your blog post] #Dentist #DentalPracticeTips. Then schedule the series of Tweets over a period of weeks.

Finally, consider more traditional marketing avenues, such as email and print materials to send a message directly to your clients. Include a compelling image, interesting headline, and link to your blog or video. Then encourage them to share the information.

Now that you have three tips, which of these techniques will you begin using in 2017?

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Sponsors.

© 2024 Firmworks, LLC. All rights reserved