

52 Ways to Market Your Dental Practice for FREE!

As a dental professional, you know that marketing your dental practice is essential to success. But what if you don't have a lot of money to spend on marketing? Don't worry - there are plenty of free dental marketing strategies that you can use to get the word out about your practice.

Why Free Marketing?

There are a few reasons why free marketing is a good idea, even if you have the budget to spend on paid advertising. Free marketing is a great way to get started.



Online Marketing

There are many free online marketing strategies that you can use to reach potential patients. Let's take a look at some of the most effective ones:

1. Register with Google My Business.

- Increase traffic to your website and business.
- Complete all sections for best results.
- Update often with new posts.
- Provides a place for your happy patients to review your dental practice.
- Update often with new posts.

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2. Create a dental blog.

- Attract and nurture leads.
- Capture and engage with new and existing customers.
- Drive traffic to your website by increasing your dental website rankings on Google.

3. Guest blog for others.

- Can increase social media shares to your content.
- Boost your follower count.
- Increase your network.
- Build your backlink profile.

4. Host a free webinar.

- Teach patients about a new procedure
- Teach patients why your inhouse plan is a great way to save money while getting the care they want and need.
- Teach patients about new technology that will benefit them.

5. Comment, comment, comment!

- Comment on dental posts or pages.
- Comment on dental blogs.
- Teach patients about new technology that will benefit them.
- Link back to your site when appropriate.

6. Post helpful, fun videos.

- Show your personality.
- Provide great content.
- Connect with your audience.
- End every video with a call to action.

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7. Publish new content.

- Boost your website visibility on Google.
- Increase traffic.
- Educate your audience and give them a reason to keep coming back.

8. Join and participate in relevant industry forums.

- Actively participate and become the authority on niche topics.
- Create a unique signature that highlights your brand and contact information.

9. Write your own eBook.

- Create a short or long-form PDF ebook.
- Offer your eBook as a free download on your website.
- Look into eBook affiliate marketing to extend your book exposure.

10. Create a Microsoft Business Account.

- Set up a business account on Microsoft's platform.
- Add all of your business details.

11. Answer questions on forums or

- Create an account on Quora or Reddit.
- Find communities centered on dental needs.
- Respond to questions as an expert in the field to establish authority.
- Link your website or follow up with a direct message.

12. Have a unique, recognizable logo/brand.

- Clarify your branding by using the same logo across social media and your website.

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Social Media Marketing

One of the most popular free marketing strategies nowadays is social media marketing. By creating social media accounts and sharing relevant content, you can reach thousands of people in need of a dentist right in your area!

13. Set up an Instagram account.

- Create a business profile for your practice.
- Post once a week and build to 3-4 times a week.
- Create a content calendar.
- Automate posting.
- Let people know about products, services, deals, and promotions.

14. Create a Facebook account.

- Set up a business profile.
- Share relevant posts to your page.
- Create your own content to post.
- Promote your products and services.

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15. Join groups on Facebook.

- Grow your network.
- Get to know your competition.
- Let people know what you do/offer.
- Join the conversation and see what your clients need.
- Connect with people who need your services.

16. Set up a business LinkedIn

- Keep in touch with your network.
- Join groups to build connections.
- Share relevant posts from your blog.
- Establish yourself as an industry expert.

17. Join Groups on LinkedIn.

- Learn from professionals in your industry.
- Share ideas and ask questions.
- Develop a presence in the LinkedIn dental community.

18. Use hashtags on social media.

- Expand your visibility.
- Research relevant hashtags in your niche.
- Drive your target audience to your post.

19. Run a social media giveaway.

- Offer a prize, product, or service.
- Require participants to like your page/share your page/tag your business.
- Introduce potential customers to your services.

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20. Reach younger clients on TikTok

- Yes, dental TikTok is a thing!
- 39% of millennials are on TikTok (and need a dentist!).



Email Marketing

Email marketing is another free marketing strategy that you can use to reach potential patients. By creating a list of email subscribers and sending them regular updates, you can keep them informed about what's going on at your practice.

21. Build an email list.

- Keep track of contacts.
- If you have a point of contact, you can send updates on new products/services.

21. Build an email list.

- Use <https://hunter.io/> to compile email lists and reach out to a high volume of people relatively quickly.
- Use email templates that are proven to convert.
 - Enticing subject line
 - Enticing offer
 - Social proof
 - Strong CTA

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23. Set up a gorgeous landing page.

- Use a clean, professional format.
- Start collecting emails!

24. Create great lead magnets for your landing pages.

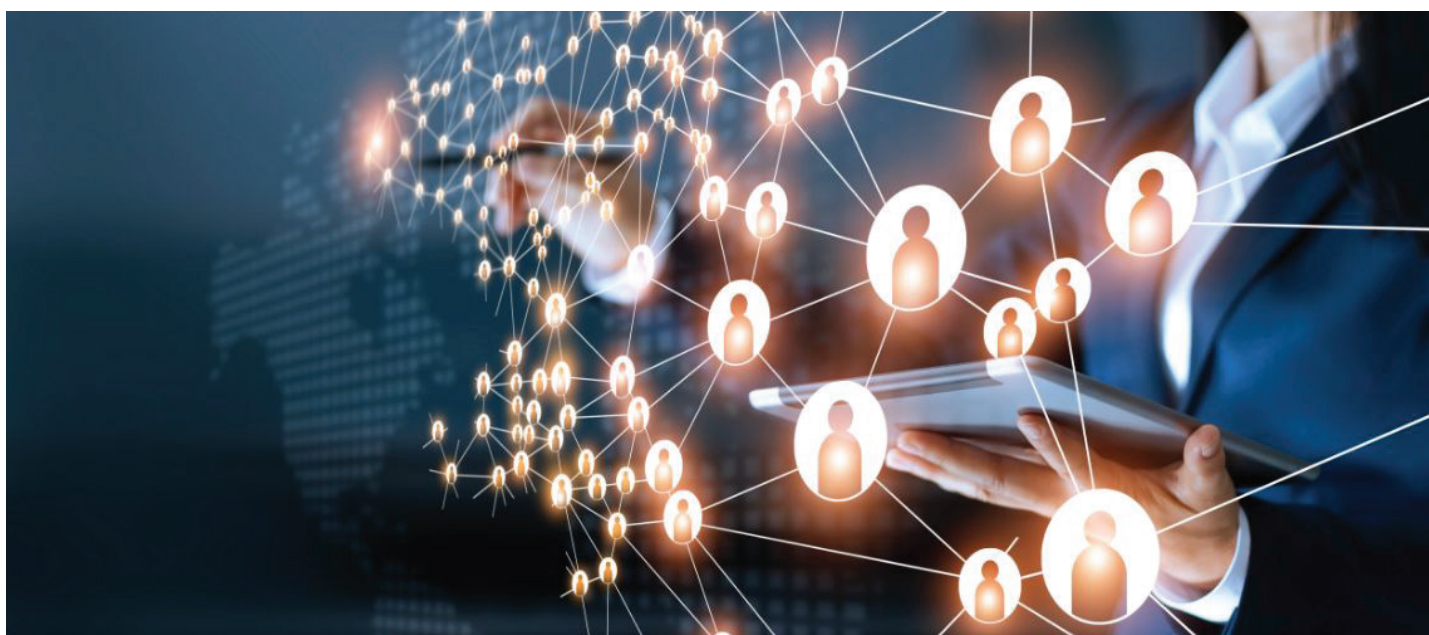
- Offer an eBook, a free consultation, complimentary exam, etc.

25. Utilize email marketing.

- Send out monthly blasts highlighting your practice.
- Recognize patient birthdays and anniversaries.
- Send monthly promotions/events.

26. Make a newsletter.

- Keep in touch with your growing network.
- Offer promotions, deals, services, helpful tips & tricks.



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Networking

Another free marketing strategy that you can use is networking. You never know when you will meet someone who needs your services! Get involved with local groups and organizations, and attend community events.

27. Be a guest on a podcast.

- Broaden your exposure to an engaged audience.
- You can present valuable information with a dialed-in audience.

28. Partner with local businesses.

- Offer referral discounts to local businesses.
- Can find potential clients.
- Get double word of mouth.
- Create lasting partnerships.
- Increase visibility in the community.

29. Partner with local businesses to create or attend health fairs.

- Set up a booth with branding and a spin the wheel for prizes.
- Gather names and book actual appointments for people at the event.
- Offer market materials such as pens, mugs, brochures, etc.

30. Perfect your “elevator pitch.”

- Master your brief, compelling description of your company that highlights your unique selling proposition.
- You'll be surprised at all the places you can use your pitch both offline and online.
- Use modified versions for your social media profiles and advertising copy.

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31. Host a class/event

- Find local people who are interested.
- Offer value to the participants of your webinar.
- Use a webinar to reach a larger audience.

32. Sign up for local business organizations.

- Find local entrepreneur organizations that only accept one business per niche.
- Attend the weekly business group, build connections, and start networking!

33. Create a meetup for your business.

- Create meetup events at your business for casual connections.
- Host a wine tasting event or a social event at your business after hours

34. Engage as much as possible with the local community/ volunteer.

35. Network with referring providers if you are a specialist in your field.

- Build a partnership with referring businesses.
- Attract new business referrals by bringing materials to their office.
- Host a "Meet the Provider" lunch event for referring businesses to educate them on the benefits of your services.
- Speak with administrators about setting up the event.

36. Partner with other businesses to exchange/display contact materials.

37. Provide flyers, business cards, pens, or other giveaways.

38. Participate in local community fundraising events, such as Wish Week.

- Offer to donate a service as an auction item.
- Contribute a percentage of new business proceeds for a window of time.

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39. Visit school classrooms to talk about the importance of dental/physical health.

- Hand out business cards and other giveaways to students to take to their parents.

40. Host an assembly at a school.

- Send every kid home with a toothbrush.
- Send home promotion flyers.



Offline Marketing

There are also some free offline marketing strategies that you can use to promote your dental practice. Let's take a look at some of the most effective ones:

41. Be your own "sign spinner."

- That's right. I said it - a sign spinner. Spend some time designing a sign that fits your brand.
- Include an offer, and contact info on your sign.
- Pick a high-traffic area and do your best to attract attention.

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42. Leave flyers on local small business

- Coffee shops
- Independent local stores
- Supermarkets
- Gyms



Word of Mouth Marketing

One of the best free marketing strategies out there is word-of-mouth marketing. When you provide exceptional service and deliver outstanding results, patients will be more than happy to

43. Send out a “Thank You” card.

- Send to existing clients.
- Offer a human element and personal touch.
- Get your current client signing your praise and referring new clients your way.

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44. Offer a special plan for your office neighbors.

- Create a special discount for people in your building.
- Promote it with brochures dropped off at the offices.
- Stop in with small buckets of disposable toothbrushes people can use at work.
- Be sure to ask for referrals from each patient you get!
- Stop by after with a thank you gift.

45. Spread the Word

- Ask family and friends to spread the word about your practice.
- Word of mouth is a potent and underused tool.
- Tell your friends and family that they will get a 10% personal discount from you, incentivizing more word-of-mouth referrals.

46. Utilize employees as brand ambassadors.

- Offer a family and friends discount.

47. Customer referral program.

- Get the word out!

48. Stay in contact

- Reach out to existing contacts with birthday cards, which allows you to stay at the forefront.

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49. Generate Reviews

- Your clients are your best marketing assets. Use them to help build your business!
- Offer incentives for reviewing your business.
- When choosing between two providers, a patient is 91% more likely to select the provider with higher reviews!
- Remind your patients that you appreciate good reviews as it helps build your business.

50. Use your customers as means of marketing.

- Offer incentives for sharing your posts on social media
- Offer incentives for wearing or displaying your business with t-shirts, bumper stickers, etc

51. Reach out to people in your current client base who own/operate businesses where they could recommend you to their clients.

52. Make sure all your team members have great dental care.

- Your team members are the face of your business.
- Give them radiant smiles that showcase your dental talent!

How to Choose the Right Free Marketing Strategy

So how do you choose the right free marketing strategy for your dental practice? It depends on several factors, including your budget, target audience, and goals.

Consider your budget and how much time you are willing to invest in free marketing. If you have a limited budget, you may want to focus on free online marketing strategies like social media marketing and email marketing.

Think about who you are trying to reach with your marketing efforts. If your target audience is younger people, social media marketing may be the best option for you. If you are trying to reach older adults, direct mail marketing may be better.

Finally, consider what you want to achieve with your free marketing campaign. Do you want to attract more patients? Increase brand awareness? Educate people about dental health? Once you know your goals, you can choose the free marketing strategy to help you achieve them.

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The Downsides of Free Marketing

While free marketing can be a great way to reach potential patients, it also has downsides. First, it takes time and effort to implement successful free marketing strategies. You need to be patient and put in the hard work to see results.

Second, free marketing is not always as effective as paid advertising. Paid advertising can be more targeted and reach a larger audience.

Finally, free marketing can sometimes be overwhelming. There are so many free marketing strategies that it can be challenging to know where to start.

The Benefits of Paid Marketing

While free marketing has its advantages, there are also several benefits to paid marketing. Paid marketing allows you to reach a larger audience with your message. It is also more targeted and can be more effective than free marketing.

Paid marketing is also a great way to boost your visibility in search engines. When you pay for ads, your dental practice will appear at the top of search results, making it more likely that people will find you.

Finally, paid marketing is a great way to get more patients through the door. If you are looking to increase patient numbers, paid marketing is the way to go.

When to Hire a Marketing Team

Some marketing tasks you can do on your own. However, there may come a time when you need to hire a marketing team to help you.

Hiring a marketing team can be a great way to get more patients and grow your dental practice if you have the budget. A good marketing team will help you create a marketing plan, choose the right marketing strategies, and track your results.

Marketing can be time-consuming, and it takes a lot of work to create successful campaigns. If you're too busy running your dental practice, hiring someone else to handle your marketing may be best. Hiring a marketing team is also a good idea if you don't have the time or expertise to do the marketing yourself.

Marketing agencies are experts in their field. By relinquishing marketing to the experts, you have more time for your area of expertise - dentistry!

The bottom line is that free marketing can be a great way to reach potential patients, but it also has some downsides. Paid advertising can be more targeted and effective than free marketing, and it's a great way to get more patients through the door. If you have the budget, hiring a marketing team can be a wise investment.

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