

## 8 Tips to engage patients through Facebook **Dental Marketing**

According to the Pew research centre, *'Facebook has 1.8 billion monthly users worldwide, 68% of all US adults use Facebook.'*

**Dental marketing** got a new dimension after the advent of the online social media approach by patients for dentists, doctors, and medical individuals.

Facebook is the only platform that is in the reach of everyone thus one can get the desired audience out of it. *74% of users visit Facebook daily* and the graph elevated dynamically due to the worldwide pandemic in 2020.

Looking at the present conditions, where work from home has become the new normal and people prefer reaching out for their needs through social media, dentists can grab the patients in a wide range through Facebook **dental marketing**.

Here are some tips on how a dentist can use Facebook social media marketing to get new patients.

### **Convert strangers into patients following Facebook **dental marketing** tips:**

If you have established your Facebook business page about dentist marketing, the next step is to engage traffic on your page that will help to convert strangers into patients. Simon A. says *'Generally, users on Facebook want to see the content they care about from the sources they care about'*, so you have to start by inviting your friends' list.

#### **Invite your Facebook friends:**

For dental social media marketing, you have to start from your friend list. They will like, comment, and share your posts thus engage more audience out of it. You never know when a follower has a dental problem and then the very first name that will come to his/her mind will be **YOU**.

#### **Build trust of your existing patients for dental social media approach:**

You can ask your patients who visit your dental office to like, comment and share your Facebook page and reach you through it. You can also add their reviews about your practices and ask them to engage new followers for your Facebook dental social media. This will build trust in your existing followers and will engage new patients.

#### **Add Facebook posts:**

There are certain tips to follow while adding your Facebook posts:

- Design posts by adding images that are of high resolution and are real. The best

practice is to take the image by yourself from your dental office.

- Add a relatable post that is human to engage new patients
- Make community-oriented posts
- High-light stories and reviews of team members and patients
- Post testimonials of existing patients

This will cause an organic reach to your post and add page likes. *According to research, the organic reach of Facebook is 6.4% of page's likes.*

### **Add videos to increase dental marketing:**

You can add videos of yourself where you are telling about the dental issues a patient faces and possible solutions for it. Also, add videos of general information. This will add engagement to your page and build trust in people in your dental practices.

### **Announce free treatment giveaways:**

After certain followership, you can announce a free treatment giveaway for the ones who like, tag 5 new users on comment and share the post on their timeline. You can make the deal according to your preferences.

### **Give timely rewards to patients and followers:**

To engage more new patients, announce timely rewards for your patients (free treatment, free check-up, free medication, or discount offers) especially to the patients that reached you online. This will be a great plus to your dental marketing.

### **Winding up:**

You can now activate your dental office on Facebook and reach more patients through it. *In 2018, 78% of consumers in the US reached online businesses and got converted.* You can engage a huge number of new patients through Facebook dental marketing by following the above-mentioned tips.

More great news for you is that you have to do nothing and can make new patients through Facebook by utilizing the service of **SQ Social strategies** as it will make, optimize and flourish your account on your behalf.

