

# Successful Marketing in Today's World: From Stick Figures to Selfie Sticks

**MINAL SAMPAT, BA, RDH**









# BRAND

LET'S DISCUSS

# What is a BRAND?

# BRAND

What others are  
saying about you

Your SMILE is your logo

Your PERSONALITY is your business card

How you leave others feeling after having an  
EXPERIENCE with you becomes your trademark

- Jay Danzie

# Your Brand

How to discover it

- ✓ What is the #1 compliment you receive from your patients?
- ✓ What is the #1 compliment you receive from your team?
- ✓ Why should a patient come to you and NOT your competition?
- ✓ What makes you different?

# Ideal Patient

LET'S DISCUSS

# Who is your ideal patient?

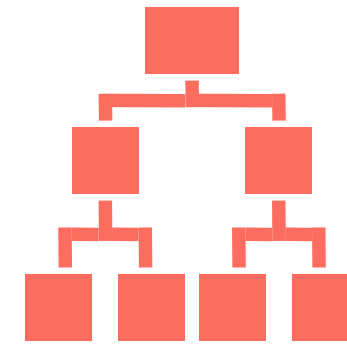
# TARGET GROUP

Who are your ideal patients?

- ✓ Females and/or Males
- ✓ Age
- ✓ Location
- ✓ Where do they spend their time?
- ✓ What do they like?
- ✓ Will they like what you have to offer?

# THINK INSIDE

## THE PRACTICE



**1**

**Set Goals**

**2**

**Select  
Squad**

**3**

**Streamline**

**4**

**Strategize**

**5**

**Show Up**

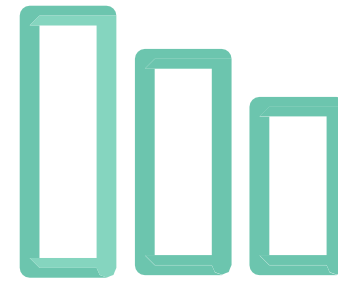
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# 01 Set Goals



Budget



Analytics



Communication

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# G O A L S

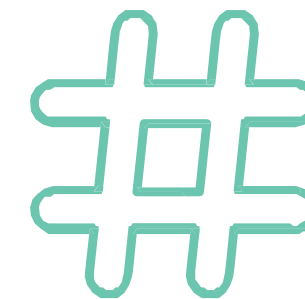
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Community



Digital Media



Social Media

# Problem

(Minal Sampat)

**As a business owner, you can do anything, just not everything.**



# 02 Select Squad

# SELECT SQUAD

**1. MARKETING GURU**

**2. Clinical Team**

**3. FRONT DESK TEAM**

**4. MANAGEMENT TEAM**

# Problem

(Allen Lakein)

**Failing to plan is planning to fail.**



# 03 Streamline



# STREAMLINE

## Internal Marketing

- Patient communication systems
- Referral system
- Materials for dental services and campaigns
- Patient engagement
- Team engagement
- Social media content



## External Marketing

- Community marketing
- Website
- Google AdWords
- Facebook advertisements
- Lead pages
- Opt-ins
- Direct mail marketing
- Print marketing
- Social media



## Create a Calendar

- Monthly
- Quarterly
- Yearly

Each month should have

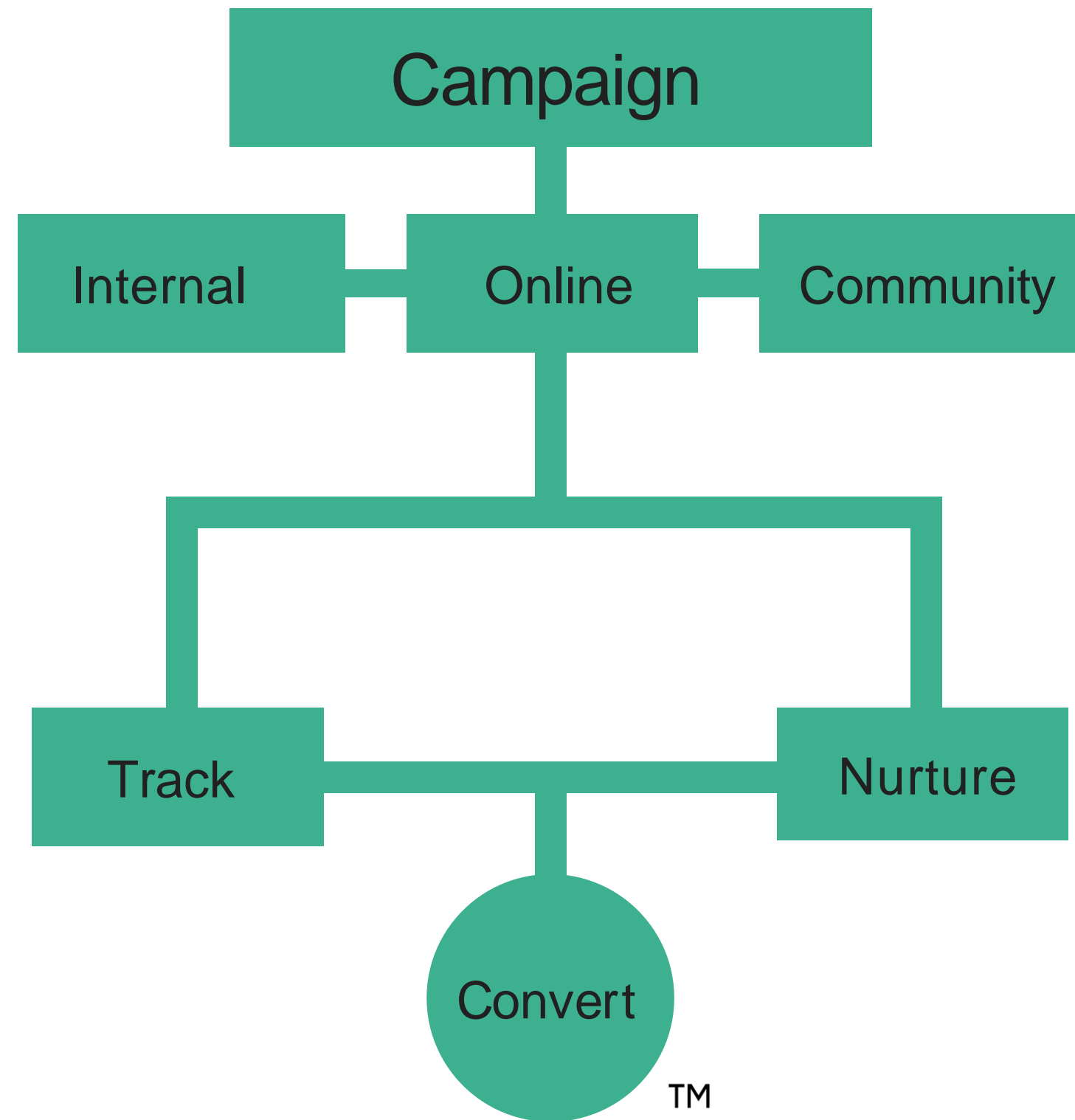
- Inside your practice
- Community
- Digital media
- Social media



# 04 Strategize



# STRATEGIZE



# MAKE IT HAPPEN



## INSIDE

What can your **TEAM** do?

## OUTSIDE

Where can the **EXPERTS** help?

# Problem

(too much to do)

**Many of us also fall back into a regular routine, despite our best intentions!**



# 05 Show Up

1

MONTHLY GOAL

1

WEEKLY MEETING

1

DAILY TASK

# CHECKLIST

- Set Goals
- Select Squad
- Streamline
- Strategize
- Show Up



# Social Media

#LetsDoThis

How many of you are  
active on Social Media?

Social Network	Monthly Active Users	Age Groups	Engagement
Facebook	2.4 Billion	18 - 60	Social
Instagram	1 Billion	18 – 35	Visuals
Twitter	321 Million	18 - 50	Targeted Information
LinkedIn	250 Million	35 – 54	Professionals
YouTube	1.9 Billion	18 – 49	Video Sharing





I LIKE coffee



WATCH me as I drink  
coffee



Vintage PHOTO of  
me drinking coffee



I am GOOD at  
drinking coffee



I am drinking #coffee  
@Lake Oswego, OR



Here is my collection of  
coffee photos & recipes



# Stats

Social Media use in US

- ✓ 68% use Facebook
- ✓ 35% use Instagram
- ✓ 29% use Pinterest
- ✓ 25% use LinkedIn
- ✓ 24% use Twitter



# Facebook

The MOST popular SM Platform

- ✓ 74% of women in the US use Facebook
- ✓ Over 45% of the users use it to get NEWS
- ✓ 81% of those in ages 18–29 use Facebook
- ✓ Over 40% of US seniors now use Facebook
- ✓ Facebook is the 3rd largest visited platform

Connect  
with  
your  
patients

- Share photos of your team
- Share reviews
- Celebrate trending events and holidays
- Celebrate patient milestones
- Celebrate New Patient Visit
- Patient appreciation
- Celebrate team birthdays and accomplishments
- Fun videos
- Video Testimonials
- **DO LIVE VIDEOS**

Share your practice culture

# Reviews

## Reputation Management

- ▶ Do you reply to **NEGATIVE** reviews?
- ▶ Do you reply to **POSITIVE** reviews?
- ▶ Can you **FLAG** a review?

## IN-PERSON

## DIGITAL

Confirm appointment



Send an email before the appointment

Make the appointment visit great



Capture the moment for Social Media

Call after the appointment



Send an email – INCLUDE REVIEWS LINK

React to all positive and negative opinions



Answer ALL reviews  
Positive and Negative

Keep in touch



Keep in touch with your patients via Social Media

## Marketing Tips & Strategies

1. Text RESOURCES to 38470
2. Enter your email address
3. Check your email

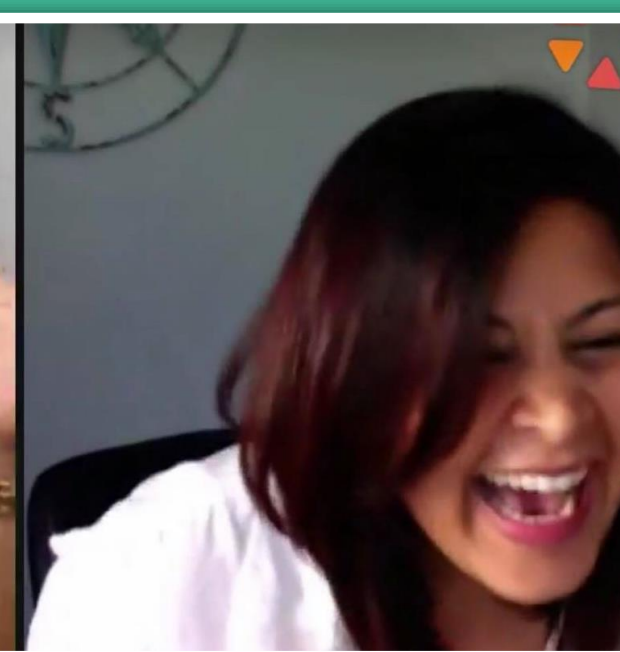


# MARKETING & MOCKTAILS

with MINAL

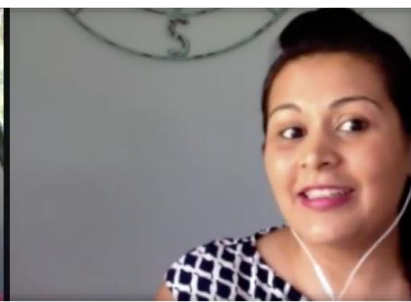
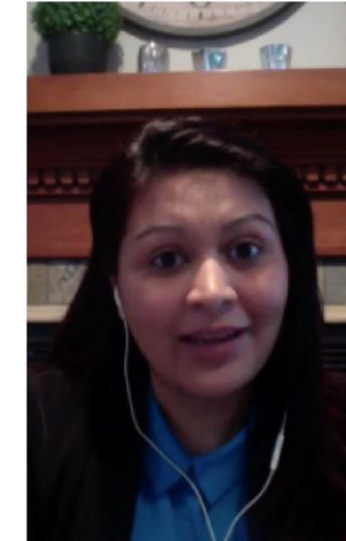


Joke crackin'  
Business chattin'  
Not your average Marketing episode



# MARKETING & MOCKTAILS

with MINAL



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# MARKETING & MOCKTAILS

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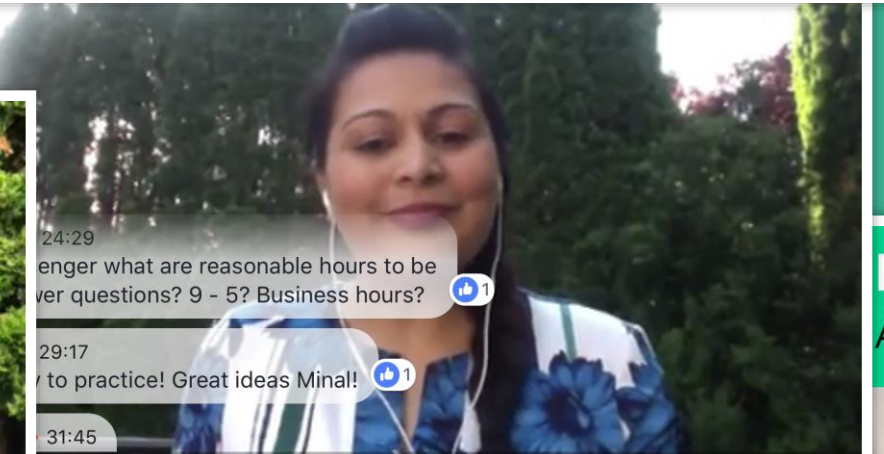
BUSINESS CASUAL MEETS  
GETTIN' BUSINESS DONE



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Joke crackin'  
Business chattin'  
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LS  
AL



# thank you

## MINAL SAMPAT

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