

# Dental Marketing Plans That Work Released by Crawford and O'Brien

Charles Crawford May 11, 2014



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**Crawford and O'Brien release dental marketing plans that work in 2014. Many dentists are struggling to get new patients while those at Crawford and O'Brien are doing well.**

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## Dental Marketing Plans

No matter what a person does in life, those that fail to plan might as well be planning to fail. Whether it's on the baseball diamond, in the classroom, with family or in business, planning is key to success. Most dentists do a great job of planning their studies so that they could graduate with honors and at the top of their class. Then maybe they planned well enough so that they could open their own office and start working with clients right out of school. However, if the clients don't start rolling in like originally hoped, a dentist might realize that they forgot to plan how to market their company in order to gain new customers and keep the office momentum running. But there is still plenty of options to consider. There are companies out there that implement dental marketing plans that will help dental offices gain more attention and, in turn, land more clients. Here are some things to consider for new dental marketing plans.

## Things Have Changed

The old industry standard for reaching out to clients as a dentist might've included personalized postcards or birthdays cards. However, the industry has seen a complete transformation that now relies on the internet to gain attention and market customers. For dentists that are still using old techniques that just find their way to the trashcan once the customer gets it, it's time to evaluate their dental marketing plans and start using more advanced techniques to gain attention.

## Get Noticed

If a dentist has a website online, that's a great first step to generating some traffic towards their site. However, just being there isn't good enough. Instead, dentists want to be noticeable and easy to find for when people are looking for their website. Dental marketing plans should include working towards increasing a presence online with SEO-driven results. The marketing specialists at Crawford and O'Brien work specifically with dental companies to help increase SEO listings and make sure that they rank on the front page of search engines like Google. This can greatly increase a dentist's online presence, as well as get tons of new traffic to their page. <https://www.youtube.com/watch?v=NNataFd2FI0>

## Track Information

Dentists that don't organize the appointments at your dental office are sure to have a waiting room full of people who are waiting to be seen to, without any idea of who to work with next. That is why tracking and organizing everything is important. The same is to be said with an online dental marketing plan as well. Dentists that implement a few different strategies should be sure to track and manage all of them so that you can see which ones are the most effective. Once they have this information, they can divert their attention to specific efforts and adjust them to make them

better. <http://www.youtube.com/watch?v=eUgWIXtX864>

Even if the current marketing plans are good as it is, there is no reason for dentists to not want to increase the amount of customers they have and the exposure in the market. Hence, dentists should consider the tips on this list for maximizing their new dental marketing plans and getting new customers through the door. [Click here](#) to learn more services Crawford and O'Brien offer.

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