

## International Conference on

## DENTAL MEDICINE, TRAUMA AND RECONSTRUCTIVE SURGERY

September 10-11, 2018 Singapore

**Dental Marketing****Rehana Younus Lakhani**  
Canada Medical Group, Pakistan

To understand what is Dental Marketing I must say that (whatever struggle you put to enhance yourself, your education and your practice which create new patients is a component of Dental Marketing.

- Social Media: Radio, Television, Newspaper, Face book, WhatsApp, Instagram, Videos, Twitter, (don't put whole procedure, just put before and after treatment photographs, increase curiosity of the Patients
- Citations: (Yellow page)
- Updated website: very important to know what is the public reaction about your website, work, posts, read their comments
- Offers: Free dental checkups, vouchers, 50% off
- Software: very good software system should recognize or categorize patients and be able to send them reminders of routine dental checkups, follow-ups and appointments
- Cell Phone app should be accessible in all phones
- Gather patients: Put a very attractive sign board at the door of Dental office, like free Dental checkup, mind it, don't treat them, and let the patients step in the clinic without dental issue. Why? To see your interior, attentive staff at least 2 days in a month
- Free Gifts: Pen, Key chain, Paper holder, Notepad, Car fragrance, Door hangings, Car & Fridge stickers, Shoe shiners & Brushes, Hairbrush, Sewing Kit, Pin holder, Tea cups, water glass, shoe shiner with Dentist name and phone number etc. Reason? These all things are in daily use, so these things work as a reminder.
- Email marketing Email marketing works better:
- Patient Referral Bonus System
- Dental awareness education
- Don't allow staff to eat snacks and meal inside
- Differentiate your practice from that of your competitors:
- Staff Trainings:
- Suggestions: Ask your patients to give you regular feedback, suggestions, they feel honored
- Dental office interior: Dental office appearance should be simple, soft, sophisticated, satisfactory, safe, very good fragrant with friendly atmosphere and staff)
- Keep an eye on marketing results: For that purpose, put a system in place to track your results so that you know exactly which marketing pieces are creating the highest response rate.
- Focus on your prospective patients, not on yourself:
- Dentist and Assistant Behavior: Humble, soft, careful, attentive, carefully handling dental instruments, perfection in work, smiling, graceful, well and proper dressed (Target –patients only)
- Wall Decoration
- Marketing with your existing patients:
- Always ask kid patients to write their reviews Why? Kids feel themselves very important and always insist their parents to visit that dentist, share their reviews on Social media with highlights

**Biography**

Rehana Younus Lakhani have an experience of 26years in Dentistry. She has worked as a Medical Director of 1.Family Dentistry Pak 2.Oro dental Clinic Pak 3. New Life style clinic Dubai 4. Park dental Center Dubai 5. Dr Rehana Lakhani's Dentistry Pak at Canada medical Group.

drriakhani@yahoo.com