

Top 10 Ways to Increase Patient Leads Using Social Media

For Dental Practices

Prepared by PopSpeed Digital Marketing

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1. Craft a Social Media Strategy

Define your goals and objectives.

Identify your target audience.

Choose the right social media platforms for your prospects.



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2. Customize Each Platform

Understand the unique features and demographics of each platform.

Align your content with the preferences of your prospects.

Utilize platform-specific tools.



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3. Build Content for the Customer

Prioritize assets that paint a pretty picture.

Prospects responds to photos and videos of happy, smiling patients - NOT stock images that aren't relatable.

It will positively affect your numbers.



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4. Share Helpful Information

Include FAQ content in your regular content mix.

Share authority in engaging ways that your audience can access easily—like Facebook Lives, TikTok snippets, and YouTube videos.



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5. Be Intentional

Don't post content that serves no purpose to your prospects.

Share information that educates, enlightens, and inspires them instead.



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6. Inspire & Leverage User-Generated Content (UGC)

Encourage happy patients share their experiences.

Showcase UGC to build trust and authenticity.

User-generated content fosters a sense of community and enhances engagement.



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7. Build a Community

Take advantage of features like Facebook Groups to foster community.

Connect patients and prospects to doctors, and fellow patients to each other.



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8. Reward Active Participants

Encourage active participation from happy patients on social with rewards, giveaways, and shoutouts.

It will keep them coming back.



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9. Know Your Competition

Conduct a competitive analysis to identify strengths and weaknesses.

Learn from their successes and mistakes to fine-tune your strategy.

Differentiate your dental practice from competitors through unique content.



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10. Back Up Your Content with Ad Spend

Boost high-performing posts to reach a wider audience.

Utilize targeted advertising to reach potential patients.

Allocate a portion of your marketing budget for social media advertising.



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Following these 10 strategies to maximize your social media ROI will help you achieve higher engagement, increase patient leads, and build a thriving online community.

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Connect with PopSpeed Digital
Marketing LLC to take your social media
strategy to the next level!

Contact us!

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