

WORKBOOK

Digital marketing for your dental practice

Use this guidebook to understand, build and strengthen your digital marketing strategy. Increase your reach to potential patients and grow your practice.

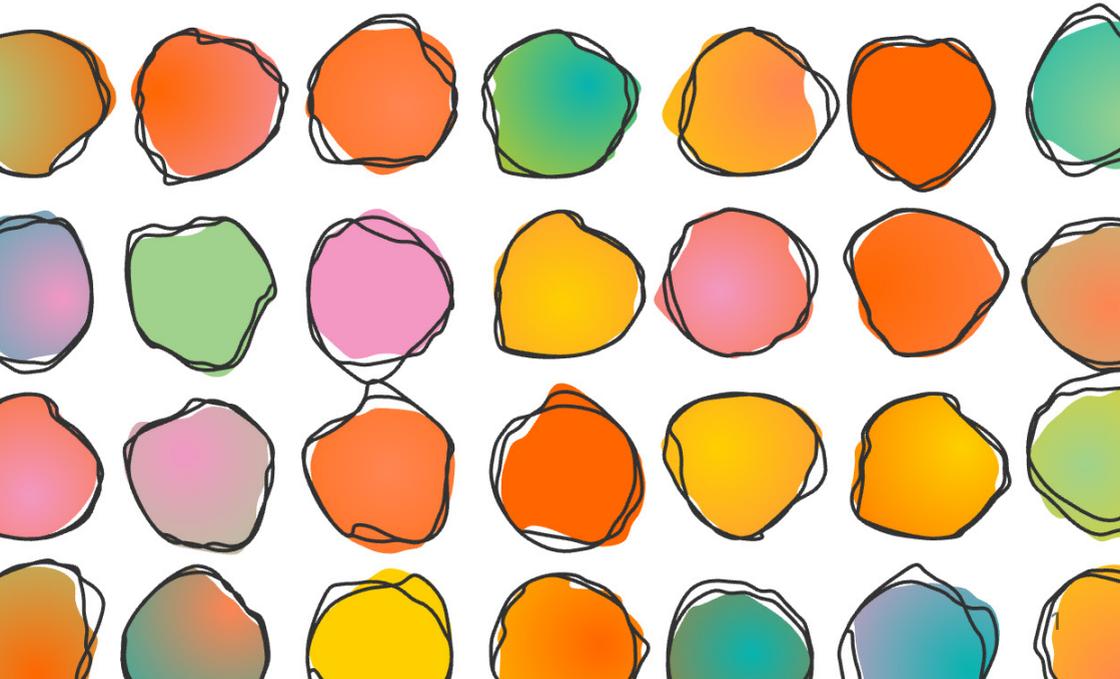


Table of Contents

| | |
|---|----|
| What is digital marketing strategy? | 3 |
| Create your winning strategy. | 4 |
| Content marketing: What, where, and when. | 9 |
| Grow your leads and patient conversions with email. | 11 |
| Social media: Plan, post, and tweak as you go. | 13 |
| Choose the right keywords for your website. | 16 |
| Use paid ads to bring patients to your website. | 19 |
| Bring your plan to life. | 21 |

What is digital marketing strategy?

As a dental practice, a strong digital marketing strategy is not just good to have, but essential for success.

Every interaction a patient has with you—visiting your website, calling to book an appointment, or sitting in your chair—shapes how they see your practice. Providing excellent care is essential, but in today's connected world, it's also important to communicate clearly and stay visible online. A strong digital presence helps you build trust and stay top of mind.

Many patients search online before choosing a dentist. Showing up in the right places with helpful, easy-to-understand content gives people more chances to learn about your services and feel confident reaching out. Sharing real results, answering common questions, and staying active on different channels helps you meet patients where they already spend their time.

It's not just about having a website, sending emails, or posting on social media. These tools work best when they're part of a simple, well-planned strategy. When your message is clear and consistent, you're more likely to reach the right people at the right time.

This guide walks you through practical steps to build a smart digital marketing plan—or improve the one you already have—so you can connect with patients more easily and grow with confidence.

Create your winning strategy.

A strong digital marketing strategy is a clear plan for how you'll connect with past, current, and future (potential) patients online or offline. It looks at the bigger picture—your patients' needs, the channels you'll use, and your practice goals—and turns that into practical steps you can follow.

Like any good plan, it works best when it's built on what you know about your own practice and patients. The four steps below will help you create a solid foundation you can build on with confidence.

1. Start with a SWOT analysis.

The first step in building a strong digital strategy is understanding your strengths, weaknesses, opportunities, and threats.

Look beyond your clinical skills or day-to-day operations. Think about how you currently attract patients, how your online presence supports your goals, how long improvements may take, and what budget you can invest.

Also consider outside factors. Are there changes in your local market, such as a new hospital or practice opening nearby? Are patient interests shifting, for example toward cosmetic treatments like veneers? Is new technology, such as clear aligners, becoming more popular? Keep an eye on updates in regulations and increasing price competition as well.

Taking the time to look at the full picture will help you make smarter, more confident marketing decisions.

Exercise: Complete the following exercise. Be specific.

| Strengths | Weaknesses |
|----------------------|-------------------|
| | |
| Opportunities | Threats |
| | |

2. Establish your goals.

Once you understand your starting point, the next step is to set clear goals. Objectives and Key Results (OKRs) help you turn big ambitions, such as growing your patient base, into specific, measurable targets.

Your objective might be to increase new patient numbers over the next six months. The key results would define what success looks like, such as increasing monthly new patient bookings by 20%, improving website conversion rates, or generating more appointment requests through social media.

The key is to keep your objectives focused and your results measurable. Clear OKRs give your team direction, help you track progress, and make it easier to adjust your marketing efforts along the way.

Exercise: Identify your objective and the key results to measure how well you are meeting them.

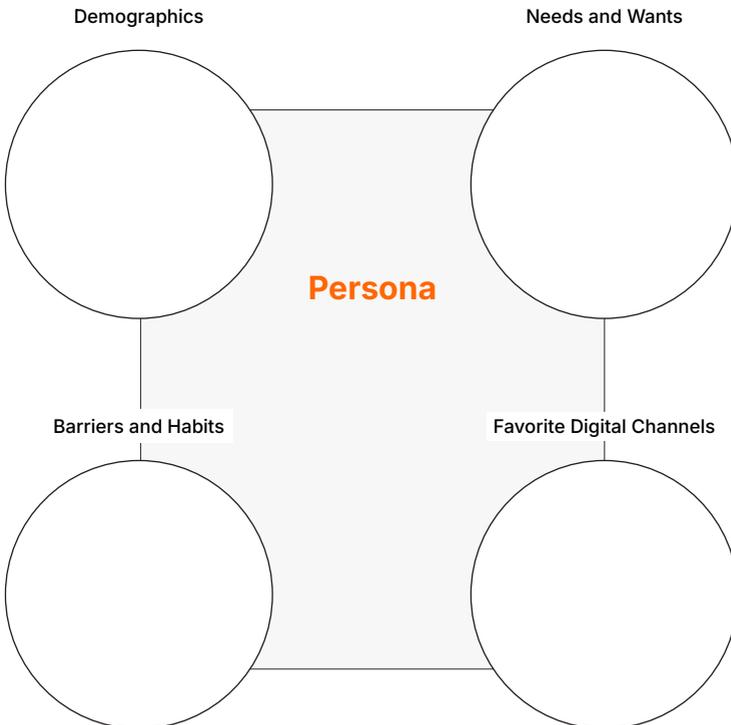
| Objectives | Key Results |
|------------|-------------|
| | |

3. List your targets, strategies, and tactics.

To grow your clinic, it helps to clearly understand who you want to reach. Creating simple patient personas, which are profiles of your ideal patients, can make this much easier.

Think about their needs, goals, age, lifestyle, and top concerns. What might stop them from seeing a dentist? Do they wait until the problem gets worse? Where do they spend time online? The better you understand them, the easier it is to choose the right message, keywords, and digital channels.

Exercise: Create personas of your ideal patients, along with their needs, wants, demographics, concerns barriers and habits. Then list the best digital channel for each persona.



4. Determine how you will measure results.

No matter which digital channels you use, tracking your results is key. Measuring your marketing helps you see what's working, what's not, and whether your efforts are paying off. Start by choosing a few clear KPIs for each channel. These might include website visits, click-through rates, appointment requests, or cost per new patient. Keep it simple and focus on the numbers that matter most to your goals. Then review your results regularly. Test new ideas, learn from the data, and adjust as needed. Small, steady improvements can lead to strong, long-term growth.

Exercise: List your patients' preferred channels and the metrics you'll track to measure your marketing results.

Profile:

| Channels | Metrics |
|-------------------|--------------------|
| Content marketing | Impressions |
| Email | Reach |
| Social media | Click-through rate |
| Paid search | Engagement rate |
| Other | Conversions |

| Channels | Metrics |
|----------|---------|
| | |
| | |
| | |
| | |
| | |

Content marketing: What, where, and when.

Content works best when it informs and supports patients, not just promotes your services. Helpful, easy-to-understand content builds trust and keeps your practice top of mind. That's why it's important to create content regularly—and share it across the channels your patients already use.

The key is finding the right mix. You might share oral health tips, treatment explanations, patient stories, or answers to common questions. Each piece of content should have a clear purpose: who it's for, what message it shares, and what action you'd like the reader to take.

Create a simple content plan that outlines your main topics, target audiences, posting schedule, and how you'll measure success. Think of it as a balanced mix, delivered consistently on the channels that work best for your practice.



Exercise: List the types of content you might create, like blog posts, videos, patient stories, or tips, and assign each a rough percentage of your overall content strategy. This helps ensure a balanced mix that keeps your patients informed and engaged.

| Content type | Percentage |
|--------------|------------|
| | % |
| | % |
| | % |
| | % |
| | % |

Grow your leads and patient conversions with email.

Email is a simple and effective way to stay connected with patients and encourage appointments. Whether you're welcoming new patients, reminding existing ones about check-ups, or sharing information about specific treatments, email helps keep your practice top of mind.

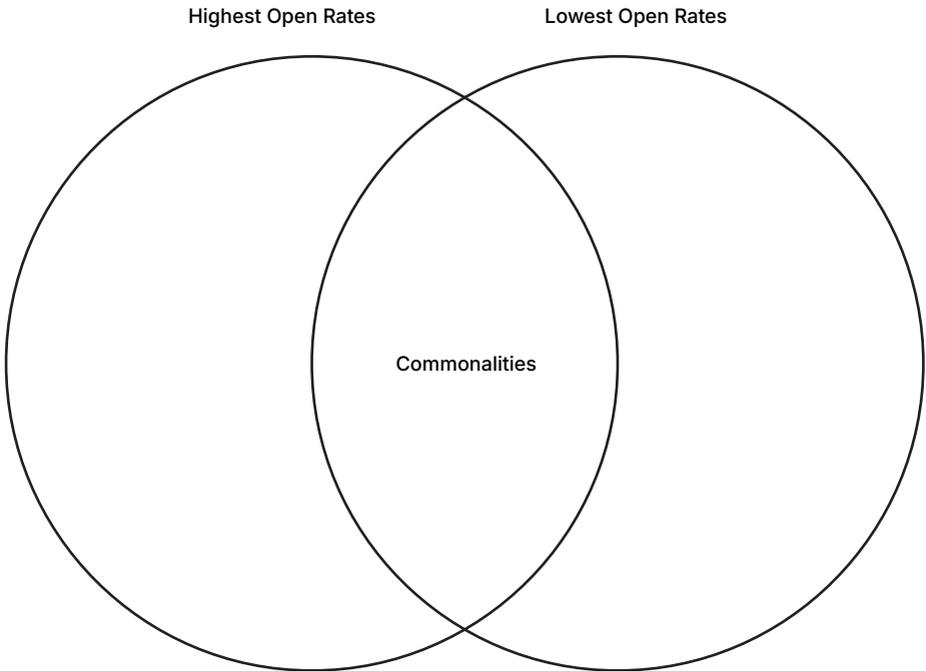
A well-planned email series can guide patients step by step—inviting them to visit your website, learn about a treatment, book a consultation, or leave a review. It's a great way to build trust over time, not just send one-off promotions.

Keep your emails clear, helpful, and relevant. Short, friendly messages tend to perform best. Avoid sending too many, and make sure your content feels personal—not generic. Segment your patient lists (for example, families, cosmetic patients, or hygiene-only patients), set a consistent schedule, and test different subject lines or offers to see what works best.

With the right approach, email can become a steady and reliable source of patient growth.



Exercise: Look at some of your past and current email campaigns and determine what has been working well and what hasn't. Consider open rates, click-through rates, and conversions.



Social media: Plan, post, and tweak as you go.

Social media is a powerful way for dental clinics to connect with people online because so many Indians are active there every day. In 2025, around 491 million people in India use social media, spending roughly about 2.5 hours a day on these platforms, which shows just how much time potential patients spend scrolling, watching, and engaging online.

Because social media is flexible and widely used, it's a great place to raise awareness about your services, share helpful dental tips, join conversations, and drive interest back to your website or booking page. You can try different types of posts, see what resonates, and adjust your approach based on how your audience responds.

The key is to stay active, learn from the feedback you get, and change your tactics when needed so your clinic stays visible and relevant in the spaces where your patients spend their time.



Because so much content is shared every day, it's important to be clear about your social media plan. Decide which platforms your clinic will focus on, what type of content you'll post on each one, and how often you'll post. A simple, well-thought-out plan will always perform better than random updates.

Remember, each platform attracts a different audience and favors different content. For example, Instagram may work well for smile transformations and short videos, while Facebook can be great for community updates and patient education. Use your patient personas to choose the right platforms, then tailor your content to fit each one. And don't forget to add your social media links to your website, emails, and team signatures to make it easy for patients to follow you.

Keep testing as you go. Try different visuals, captions, posting times, and formats to see what gets the best response. Focus on meaningful results like engagement, website clicks, and appointment bookings, rather than just likes or follower counts. Small adjustments over time can lead to stronger, more consistent growth.

Vantage lets you can create and schedule Reels, Posts and Stories on a cadence that you specify.

With generative AI, you have an assistant that understands your needs and automatically creates assets without any manual process, or needing to hire an agency.

Exercise: Create a basic social media plan, which platform to use, your goals for each, and how you'll test. Your metrics could include impressions, engagement, and conversion rates. A best practice is to compare the ratio between impressions and engagement.

| Platform | Goals | Metrics |
|--------------------|--------------|----------------|
| Instagram | | |
| Facebook | | |
| LinkedIn | | |
| X (Twitter) | | |
| Snapchat | | |
| Youtube | | |

Choose the right keywords for your website.

Search engine optimization (SEO) helps your dental clinic appear higher in Google results when people search for services like “dentist near me” or “braces treatment in Mumbai.” The goal is simple: make it easier for potential patients in India to find you online.

Start by listing keywords that match your services and location. Think about what patients might search for—“root canal cost in Delhi,” “kids dentist in Bangalore,” or “teeth whitening clinic near me.” Include a mix of general services, specific treatments, and local terms. Then check how often these keywords are searched and how competitive they are. Tools like Google Trends, Ubersuggest, or SEMrush can help you compare options and spot new ideas.

Very popular keywords often have strong competition, making them harder to rank for. Sometimes more specific phrases—like “Invisalign provider in Pune” instead of just “braces”—can bring better results because they target patients who are ready to book. Using a smart mix of broad and specific keywords usually works best.

When you use Vantage to create your website, you know that it is going to be optimized to appear at the top of search results.

We do this by inserting the relevant keywords and metadata to your site, reducing image size and serving via a best-in-class global Content Delivery Network (CDN).

Once you choose your keywords, use them naturally across your website: on service pages, blog posts, page titles, meta descriptions, and even image descriptions. You can strengthen your SEO further by regularly posting helpful content, such as dental care tips or treatment guides, and earning links from trusted local directories or health websites.

With consistent effort and the right keywords, your clinic can attract more local patients who are actively searching for the services you offer.



Exercise: List words that describe your clinic, treatments, and competitors. Test a few using tools like Google Trends to check volume, competition, and cost. Use a mix of high- and low-volume keywords.

| Keyword: | | |
|----------------------|-------------------------|------------------|
| Related terms | Comparison words | Backlinks |
| | | |

| Keyword: | | |
|----------------------|-------------------------|------------------|
| Related terms | Comparison words | Backlinks |
| | | |

Use paid ads to bring patients to your website.

Pay-per-click (PPC) advertising helps your dental clinic reach people who are actively searching for services like yours online. In India, platforms like Google Ads, Facebook Ads, and Instagram Ads are popular ways to target local patients. PPC puts your clinic in front of people at the exact moment they're looking for treatments like "teeth whitening in Chennai" or "dentist for kids in Delhi."

Here's the idea: you bid on specific keywords and pay only when someone clicks your ad. More general keywords cost more, while more specific phrases—like "Invisalign clinic in Pune"—can be more affordable and attract patients who are ready to book.

Make sure your ads link directly to the most relevant page on your website, not just the homepage. Offering something helpful, like a treatment guide or FAQ, can increase engagement. Track your results carefully and keep testing different keywords, ad copy, images, and landing pages to see what works best.

With a smart PPC strategy, you can get more website visits, boost appointments, and reach patients who are already searching for the care you provide.

Exercise: Search for other clinics and related topics. Note their messaging, offers, and what seems effective, and then think about how your clinic can stand out.

| Competitor | Ad Content | Crossover | What's working |
|------------|------------|-----------|----------------|
| | | | |

Bring your plan to life.

A clear digital marketing strategy gives your dental clinic a roadmap to connect with patients at the right time, in the right place, with the right message. It helps you build a strong online presence and create experiences that make patients feel confident choosing your practice.

Tools like Dentwyze can make putting your strategy into action easier. From managing your website and social media to running email campaigns, Dentwyze helps you stay connected with patients and keep them engaged every step of the way.

Learn more about what Dentwyze Vantage can do for your clinic by scanning the code below.



<https://dentwyze.in/vantage>



© Fyne Healthtech LLP. All rights reserved.

Dentwyze, the Dentwyze Logo, and Dentwyze Vantage are either registered trademarks or trademarks of Fyne Healthtech LLP in India and/or other countries.