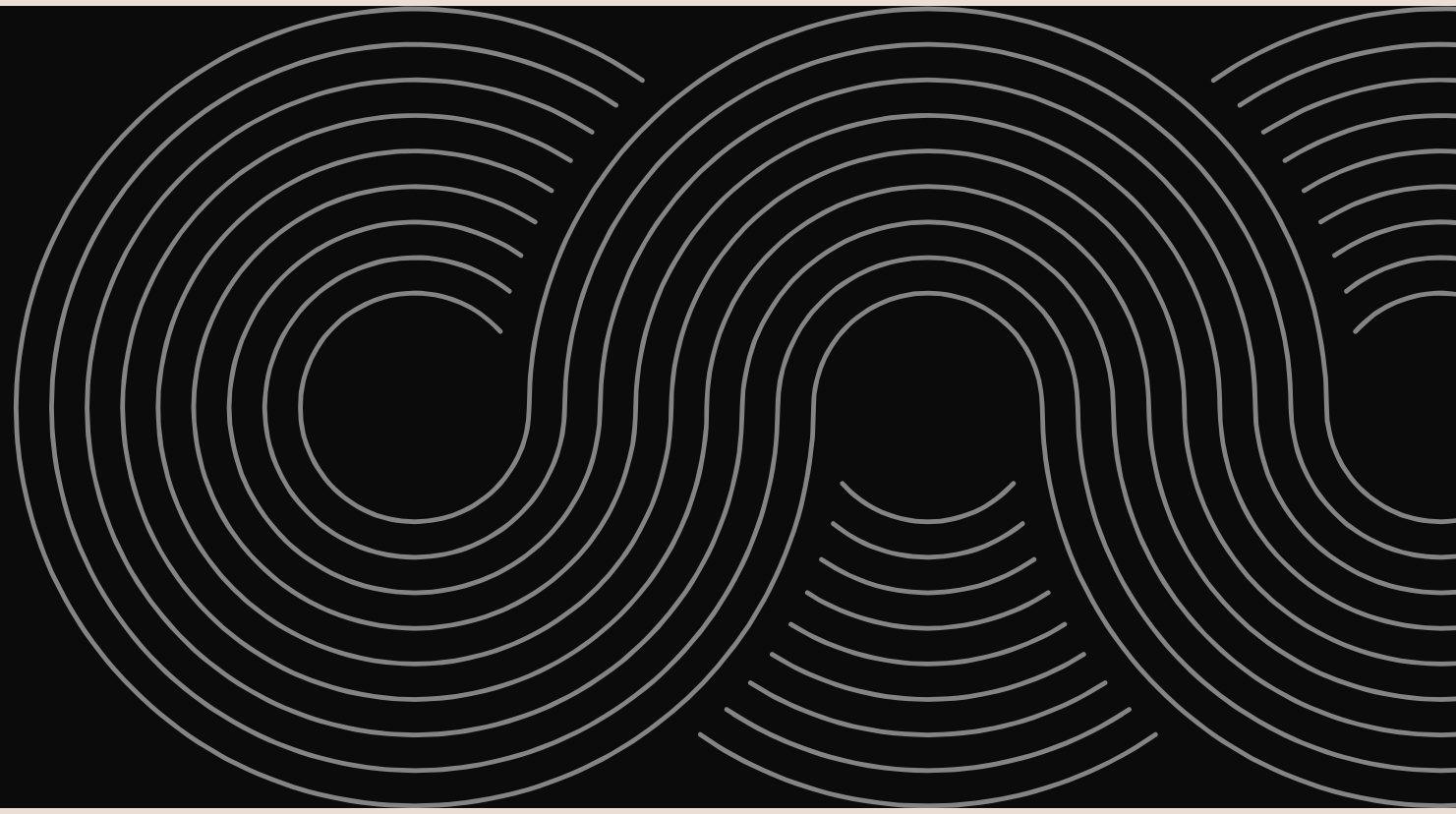




Designating Your Practice Advocate

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An in-house marketing manager can be a game-changer for your dental practice. Unlike remote marketing services, an on-site professional becomes an integral part of your team, gaining unparalleled insight into your practice's culture, services, and community. This insider perspective allows for authentic storytelling that truly captures the essence of your practice.

Always available to create real-time content, an in-house manager transforms everyday moments into compelling narratives that resonate with your audience. Their deep understanding of your team dynamics and practice philosophy ensures marketing messages accurately reflect your unique approach and values. Being physically present also connects them to your local community, allowing for more targeted and relevant marketing strategies.

With daily immersion in your practice, an in-house manager maintains a consistent brand voice across all channels, seamlessly integrating marketing efforts with practice operations. They can attend staff meetings, collaborate easily with team members, and quickly adjust strategies based on immediate feedback or changing needs. This flexibility and rapid response capability are invaluable assets.

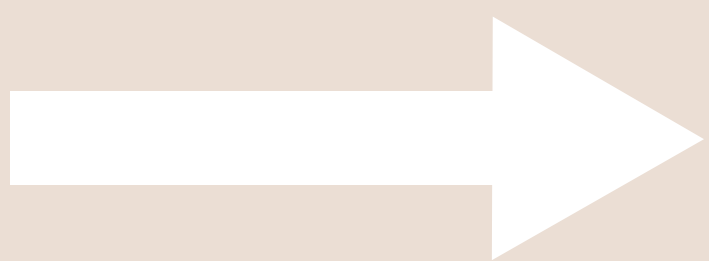
**moments like
this can't be
captured by a
third party**



Intro

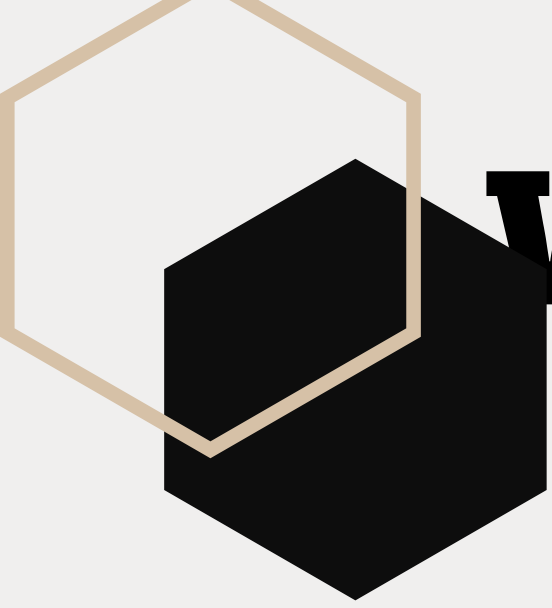
An employee-turned-marketing-professional can interact directly with patients, gathering valuable insights and testimonials for more effective campaigns. The long-term benefits of having a dedicated professional who is truly invested in your practice often lead to better return on investment and more impactful marketing efforts.

By employing an in-house marketing manager, you're investing in someone who becomes the voice of your practice. They have the unique ability to artistically and authentically showcase your life's work, creating a powerful connection between your practice and both current and prospective patients. This level of dedication and insider knowledge is something that simply can't be replicated by remote marketing services.



**an in-house employee
is always available
and ready to capture
genuine, engaging
content like this**



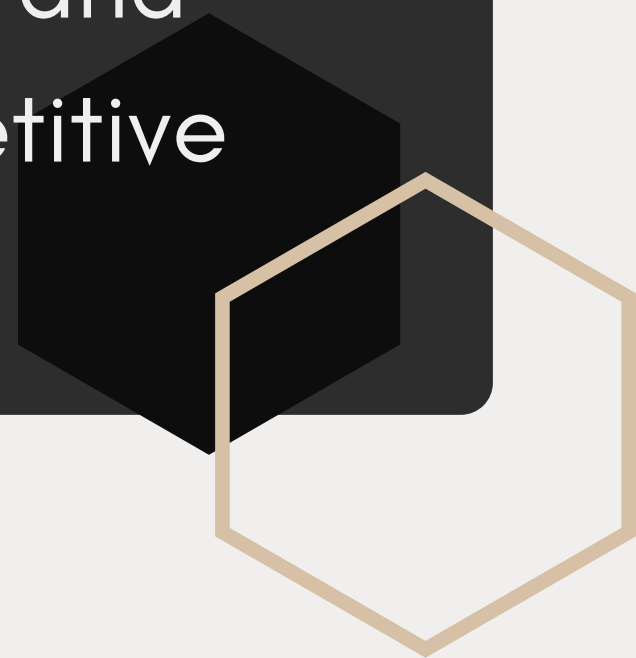


What is a marketing manager?

A marketing manager drives practice growth by strategically promoting the brand, attracting new patients, and fostering loyalty among existing ones. They oversee all aspects of marketing, from digital presence and advertising to community outreach and patient communications, while managing the practice's reputation and enhancing patient engagement.

What do they do?

A marketing manager is responsible for cultivating and maintaining brand voice and reputation across various platforms. They oversee online presence, including website and social media management. Their role extends to coordinating community outreach, analyzing campaign effectiveness, and creating both digital and print advertising materials. Additionally, they spearhead diverse marketing initiatives such as email campaigns, content marketing, and search engine optimization. All these efforts collectively contribute to promoting and expanding your dental practice in a competitive landscape.



Nicety or Need?

There are a variety of compelling reasons why a practice manager or owner should consider bringing a marketing manager on board

Patient acquisition and retention:

Having someone focused on marketing means you're not just hoping new patients find you – you're actively bringing them in. Plus, this person can come up with clever ways to keep your current patients happy and coming back. It's like having a friendly face constantly waving your practice's flag, making sure you're not losing patients out the back door while you're welcoming new ones through the front.

Competitive advantage:

A savvy marketing manager can help your practice stand out from the crowd. They'll highlight what makes your office special – maybe it's your gentle touch, your state-of-the-art equipment, or how you always remember your patients' kids' names. It's like having a cheerleader who knows exactly how to get people excited about your practice.

Brand building and reputation management:

Think of your practice's brand as its personality. A dedicated manager will make sure that personality shines through in everything you do – from your website to how you are represented in the community. They'll keep your image consistent and professional, so patients know what to expect. Plus, they'll keep an eye on what people are saying about you online. If someone leaves a grumpy review, your team can swoop in and address it before it becomes a bigger issue.



Time management:

Having a dedicated staff member responsible for marketing will free up other team members to focus on patient care. Utilizing a talented employee you already have means no more neglected social media accounts or outdated website info. You've got someone who knows your practice inside and out taking care of it all. It's like discovering a hidden star in your team that's now helping your practice grow.

Expertise and focused effort:

Marketing in the digital age requires specific skills and knowledge that a dedicated manager can provide. They can stay up-to-date with the latest marketing trends and technologies relevant to dental practices.



**A good marketing
manager becomes your
brands cheerleader,
publicist, agent and
more**

Return on investment:

Having someone dedicated to marketing is like having a trusted advisor who can tell you what's working and what's not. They'll keep track of which strategies are bringing people through your door and which ones are just costing you money. This way, you're not just guessing – you're making smart choices about where to put your marketing budget. It's about making your marketing dollars work smarter, not harder, for your practice.



Improved patient communication:

Your marketing person can help your practice stay connected with patients between their six-month visits, in a way that feels genuine, not gimmicky. It's about creating real relationships, so when it's time for that next checkup, patients feel like they're visiting old friends, not just going to the dentist. This kind of authentic connection keeps your practice top-of-mind and helps build long-lasting loyalty.

Local community engagement:

Your marketing person can help your practice become a real part of the community. By getting involved in local events and initiatives, you're not just promoting your services – you're showing that you care about the neighborhood. This kind of genuine involvement builds trust and turns your practice into a familiar, respected name in town. It's about creating connections that go beyond clinical care.

Consistent messaging:

Having one person oversee all marketing ensures a consistent voice and message across all platforms.

On the spot service:

Having your marketing person in-house means they can adapt quickly to changes, whether it's a new trend or an unexpected event. They're right there to spread the word about your latest news or achievements. It's the difference between someone who really knows your practice versus a distant agency – they can respond faster and more authentically because they're part of your team.



Having someone dedicated to marketing gives your practice a powerful boost. Helping bring in new patients, polish your reputation, and increase production. It's a smart way to help your practice stand out and thrive.



Hiring In-House

Elevating a current team member to handle your dental practice's marketing can be a transformative decision. This approach leverages the deep, insider knowledge and passion that your existing staff already possesses. An in-house professional intimately understands your practice's values, culture, and patient relationships, allowing them to authentically showcase your life's work. They've been living your practice's story daily, making them uniquely qualified to tell it compellingly.

By redirecting funds typically spent on external marketing agencies towards developing and compensating an internal team member, you're investing in someone who's already invested in you. This not only potentially saves money but also cultivates loyalty and provides growth opportunities within your practice. Your promoted team member can focus exclusively on your practice's unique needs, crafting marketing strategies that truly reflect your identity and resonate with your community. Their existing relationships with staff and patients become a powerful tool in creating genuine, heartfelt content that external agencies simply can't replicate.



Look For These Innate Strengths:

- Strong communication & leadership skills: Effectively conveying ideas and guiding others.
- Knowledge of interworkings: Understanding office roles and dental terminology.
- Critical Thinking Skills: Analyzing situations and solving problems logically.
- Willingness to Learn and Adapt: Open to new information and flexible in changing environments.
- Ability to Multitask: Managing multiple responsibilities simultaneously and efficiently



Grow These Attainable Skills:

- Design and editing techniques: Skills in creating and modifying visual content.
- Photography and video experience: Ability to capture and produce high-quality images and footage.
- Digital Advertising and SEO: Knowledge of online marketing strategies and search engine optimization.
- Interpreting Data to Inform Decisions: Analyzing information to guide strategic choices.
- Social Media Experience: Familiarity with various social platforms and their effective use for engagement.



An office marketing manager isn't a luxury – it's a necessity. This role, often filled by someone already on your team, becomes your practice's voice and connection to the community.

Your marketing manager frees up clinical staff to focus on patient care while ensuring your practice stays visible and vibrant. They adapt quickly to changes, respond authentically to patient needs, and smartly invest your marketing budget.

By building genuine relationships with patients between visits and engaging in community events, they transform your practice into a trusted local fixture. **This leads to loyal patients, valuable referrals, and a strong reputation.**

This role gives your practice a real edge, not just in attracting new patients, but in enhancing your standing and boosting your bottom line. It's a strategic move that helps your practice thrive, not just survive.

Remember, this energetic and personable employee could already be on your team – someone who truly understands your practice's values and is ready to shine in this crucial role.

An office marketing manager is an investment in your practice's future, paying dividends in patient loyalty, community standing, and long-term success. **In today's dental market, it's an essential step towards growth and prosperity.**



At Clever Dental Co., we equip your new marketing manager with an extensive library of professional guidebooks. These comprehensive resources cover all essential aspects of dental practice marketing, including:

- Brand design and development
- Social media marketing across multiple platforms
- Online reputation management
- Community engagement strategies
- Content creation and campaign management
- Marketing analytics and performance tracking

In addition to these guidebooks and to enhance their effectiveness, we offer virtual consultations. These sessions are designed to provide advice targeted to your specific office and patient audience, whether you're in general, pediatric, specialty, or orthodontics.

Additionally, we provide supplementary tools such as a digital asset library and strategic planning resources to further support your marketing initiatives. Our guidebooks, along with the consultations and additional materials, offer practical, industry-specific advice to support your marketing efforts, drive practice growth, and enhance patient engagement.

By leveraging Clever Dental Co.'s resources, your marketing manager can implement strategic, authentic marketing initiatives tailored to your practice's unique needs.