

New Patients, Inc. Newsletter

Quick, Tested, Effective Ways to Promote Dentistry



The header features a textured, light-brown background. On the left is a portrait of Howie Horrocks, and on the right is a portrait of Mark Dilatash. In the center is a group photo of the company staff with the text "New patients ARE your future" in a pink, curved font above them. Below the group photo is the company logo "NEW PATIENTS, INC." in blue, followed by the tagline "The marketing firm exclusively for dentists" in a smaller blue font. Below that is the phone number "866-336-8237" and the website "www.newpatientsinc.com". At the bottom of the header is the slogan "Attracting quality patients to client dental practices since 1989" in a pink, italicized font.

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Preparing your practice promotion for the first quarter of 2013

In the previous edition of this newsletter, we explained what to do from the middle of November through January 01, 2013.

In this installment of the newsletter, we will explain how to get everything set up to hit the ground running in 2013.

If you listened to what we wrote in the last edition, you completely shut down your external promotion between today and January 1, 2013. Hopefully, you used very few marketing funds during the end of year holiday seasons and focused almost entirely on internal promotions to see you through to December 31st.

Now what?

Hit 'em hard in January (and February, and March)! Whether it's the internet, mail, print, radio, TV, or almost any other media choice, best case scenario is to get your impressions on the street between the end of the first week of January to the third week in January. Stay consistent from that point forward, each month, well into next year. There are several reasons why this makes statistical sense. Historical data tells us so. The first reason is pent up demand from consumers NOT making choices on a new dental practice from November 15th through New Year's Day. That is just pure math. Add to that the social pressure of wanting to improve something about yourself at the turn of every new year. For some people it is about losing weight. For some people it might be a new wardrobe. For some people it might mean working less and taking more time for themselves. And yes, a certain number of people are going to finally give their smile the attention it deserves. We don't know how many people feel that way, we just know the number is greater than zero. This coming year, you also have to add on the end of the consumer election malaise that hits all markets. Yes, consumer spending slows in the quarter leading up to a

presidential election. It's been happening for decades. This last election was no exception. In January, the election drama will fade in consumers' minds and more people will get back to paying attention to what has always mattered most - themselves! Another reason 2013 looks very much like a rebound year, is the pent up demand from the last four years! Sure the recession has hit dentistry. Of course it did. But what happens to neglected teeth after four years? Sooner or later, people that put dentistry off, are going to need a bunch of dentistry! For all of these reasons, January, February, and March 2013 are stacking up to be pretty good bets! So is the rest of 2013.

If you are trying a new medium in 2013 - start it in January

Some of you don't need to expand into alternate media to generate more new patient flow. You are at or exceeding your capacity now and your promotions are working well. But, for those of you who are expanding your promotion in 2013 - don't wait to pull the trigger! Deploy starting in January! For all of the reasons stated above, start with a new promotion project in the first quarter of 2013. You (statistically) will have the best chance of that new media paying off during this time frame. Using a new promotion medium can be scary. It can be scary because you don't know if it is going to work or not. Start it and track it when it has the best chance of being successful. We have seen many promotions lag in response during the first two to three months, only to build momentum further down the road and become wonderfully consistent producers of new patients. The 1st quarter of 2013 is going to be a great time to test a new promotion medium in your marketplace.

If you haven't already - commit to using tracking numbers in 2013

If you open and actually read these newsletters, you might be getting a bit tired of us talking about the use of remote call forwarding telephone numbers embedded into your promotions. If you are a client and already use them, well, you already know how beneficial they are.

For those of you not familiar with call tracking numbers, now is definitely the time to attach them to your 2013 external promotions. Use them on any promotion that consumes more than 10% of your annual budget.

Your promotion generates the call, your team interacts with a potential new patient, and the caller either becomes a new patient - or not. As the CEO of your dental practice, the remote call forwarding website (where all of your calls are recorded and reported) becomes a CEO Control Center. We have been working with dentists for 25 years now. We know how demanding being a dentist is or can be at times. We know you just want to go home and forget about the office for a while. We know you don't want to sift through piles and piles of reports to figure out how your promotions are

doing. We also know the last thing you want is more stress. Stress is caused by uncertainty. Uncertainty stinks!

But that's the beauty of remote call forwarding/tracking - it easily removes uncertainty! Go home after a long day at the practice. After you relax and unwind a bit, go ahead and log into your online call tracking account. See how many calls came from each of your promotions. Listen to a few phone call interactions between potential new patients and your staff. Look at how many potential new patients called during hours with no human phone coverage. Just simply being aware of what is going on with all of your promotion and the interaction between prospective new patient and your team give you (the CEO) complete control. Awareness destroys uncertainty. Awareness allows you to make properly informed decisions. Being aware reduces stress. Marketing isn't supposed to be stressful. It is supposed to be fun!

Happy Holidays to you and yours!

From all of us here at [New Patients, Inc.](#) we want to wish everyone, a healthy, happy, and warm holiday season.

If any of you need us between now and 2013, just call 866.336.8237. We will be here for you.

As always, if we (NPI) don't handle your promotion for you, you can learn the most effective ways in our latest book. We also have 7 hours of online CE for you to learn from. Of course, if you'd like us to build you a marketing plan for your practice, at no cost or obligation to you, we can do that as well. Just click this link and share information about your dental practice. You will get your marketing plan emailed to you in 4 to 5 work days.

Got questions? Want to learn more?

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