



It All Starts with Marketing: 201 Marketing Tips for Growing a Dental Practice

DMD MPH MS Dr. Ann Marie Gorczyca

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MARKETING The business of dentistry is more competitive than ever. An understanding of marketing will help you conquer this challenge. It All Starts With **MARKETING**-201 Marketing Tips for Growing a Dental Practice shares ideas, experiences and strategies to gain new patients and grow your practice. It will serve as a useful resource for the dental professional.

PATIENTS With attention to your patients, their experience in your office, and the things they love, the doctor and team implement a strong internal marketing system and can make ideal dental care more available than ever before.

COMMUNITY By building a unique brand and participating in community events, new patients discover you, get to know you and learn your story. Public relations is an external marketing method that should be considered for the exposure, name recognition, trust, and credibility that it gives you.

RELATIONSHIPS Professional dental and medical relationships are built on trust by education, communication and participation, as well as giving of yourself to others and producing excellent dental results. Never underestimate the external marketing effectiveness of expressing acknowledgement, appreciation, kindness and love.

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