

Dental Marketing Health Checklist

This quick health check will assess the effectiveness of your current digital marketing efforts and help you identify areas of improvement.

How to use

Tick the boxes that apply to your business and then add up your ticks to get your total score out of 10.

- 01 Is your practice posting regularly on at least one social media platform (Facebook, Instagram or LinkedIn?) Yes No
-
- 02 Are you regularly creating and publishing engaging videos? Yes No
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- 03 If yes, are they short and concise (less than 30 seconds) Yes No
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- 04 Do you regularly monitor your online reviews and actively encourage patients to provide feedback and reviews for your practice? Yes No
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- 05 Have you identified your authentic brand voice and apply it to all of your communications? Yes No
-
- 06 Does your practice utilise geo-targeting on social media or tools like Health advertising to reach new patients Yes No
-
- 07 Are you collecting email addresses on your website? Yes No
-
- 08 Do you utilise automated email marketing to engage with patients? Yes No
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- 09 Are you using an online booking system (OBS) to take appointments 24/7? Yes No
-
- 10 Have you automated other areas of your practice's workflow such as appointment reminders? Yes No
-

Total score

out of 10.

How did you score on these 10 digital marketing points?



Room for improvement.

1-4 points

We recommend revisiting your marketing strategy and identifying areas you could improve.

We have a great webinar to attract new customers, retain the existing and keep your books full coming up.

[Register here.](#)



You're on the right track

5-7 points

Try incorporating a few more strategies to future-proof your practice's marketing for 2020.

[View our recommended strategies here](#)



Your digital marketing game is strong.

8-10 points

You are currently incorporating many of the best practices that dental marketing experts recommend.
Great work!

**Maximise your
marketing for a
fully booked 2020**

Date: 7 February 2020

Time: 7:00 PM EST

[Learn more or register today.](#)

HealthEngine has partnered with **Carolyn S Dean and My Dental Marketing** to create a series of **FREE webinars** to help you take your practice marketing to the next level in 2020.