

Marketing in Dentistry

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INTRODUCTION:

Marketing is a term which needs no introduction. We are exposed to marketing everywhere, be it at home (Television, Magazines) or outside environment. There is still much more to marketing to meet customer's eye. Right marketing in the right way keeps one's business growing and blooming when service provider gives cutting edge performances with valuable products in one's business. An accurate marketing plan is beneficial to service provider and customers. The marketing mix is executed through 4 P's: Price, Product, Promotion and Place.¹

The single major challenge in dental practice is acquiring new patients and the market is highly competitive. A marketing plan should help patient understand why and what is unique about your services. For an appropriate marketing plan, a vision and direction for the practice and team members helps confidently make decisions and avoid stress.²

The 4 requirements for success are:³

1. Creating the vision
2. Strategic planning
3. Building systems
4. Leadership

Marketing is a hands-on and varies among individuals. Marketing can be low cost varying from asking existing patients for referrals to presentations at schools and community organizations and all are time tested, to being

very high cost factor. Execution of marketing is done by creating a marketing calendar and budget.³

Marketing is not a one stop shop but an ongoing strategy to build a trusted and recognized practice for new patients. The following Internal and External factors of a Practitioner is accountable to build a successful practice, SWOT analysis helps an individual for self analysis before marketing



Social media is important because it allows you to reach people from local to international. It is a way to enhance connectivity and a powerful tool if utilized appropriately.

Dental Digital Marketing:⁴

Dental Clinic Website: Website is considered to be reliable and reputed ones. A well-maintained website including videos, photos, speciality treatment provided and uniqueness of practice

retain the interests of customers thereby creates a positive impression on public.

A practitioner should be more visible in local searches.

Video marketing: Uploading videos of clinic, speciality practices, consultations and work done can enhance practice work.

Instagram: A confidence building visual side of practice especially from aesthetic perspective can boost practice.

Twitter: The messages are more compact and refined here and also help to attract attention by using branded hash tags.

Blog: This section has to include Social awareness, importance of International and National day celebrations, new technologies introduced in dentistry as ongoing strategies in this platform.

Facebook: is an intimate social media platform used by friends and family members, so it's important to learn about and work [with the Facebook algorithm accordingly](#).

Important factor is about reviews and referrals. Many of the new customers are influenced by reviews.

Conclusion: Customer is the heart of business and customer satisfaction can be achieved by having a vision, team work of clinic and appropriate marketing skills. Customer satisfaction and further reviews of customer helps in building a successful practice.

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