

DIGITAL MARKETING PLAYBOOK



Unlocking Growth: How to Nurture and Attract

Today's patients expect more. They seek seamless, personalized, digital-first experiences—and they'll switch providers if they don't get it.

This playbook outlines key areas every dental practice must focus on to drive retention and attract new patients. It's not about doing everything at once—it's about knowing where to direct your energy.

Use this guide to evaluate your strengths, identify gaps, and prioritize your next steps.

First we'll show you how our community of practices performs relative to industry benchmarks.

Then we'll show you how we do it.

Category	Imagen Performance	Industry Average	Source
Google Reviews (Monthly Growth)	116% increase with automation	95% increase	Dental Design Marketing, 2024
Google Maps Ranking	85% rank on page 1	~44%*	BrightLocal Local Search Industry Survey, 2023
Average Online Rating	4.9+ stars	4.1 stars	The 2023 ReviewTrackers State of Online Reputation Analysis
NPS Score	82.6	38–50 typical for dental**	NICE Satmetrix, 2023
Website Health Score	92%+	74%	SEMrush Dental Industry Benchmarks, 2024
New Patient Conversion via Website	+35% w/ online scheduling	+12% avg	NexHealth Benchmark Report, 2024
Digital ROAS	5.5x avg	2.5–3x avg	LocalIQ Dental Insights, 2024
Email Open Rates	65%	20–25%	Constant Contact Dental Benchmarks, 2023
Appointment Recovery via Automation	\$450K/year avg	\$100K avg	Imagen Internal Analytics, 2024

Why This Playbook Matters

Today's patients are informed, digital-first consumers.

Consider this:

- 81% of patients research providers online before scheduling¹
- 71% expect online scheduling and communication²
- 65% would switch providers for a better digital experience³

Simply put:

Patient experience starts before the appointment. Your online presence, communication channels, and digital access points all influence whether a new patient chooses your practice—or keeps coming back.

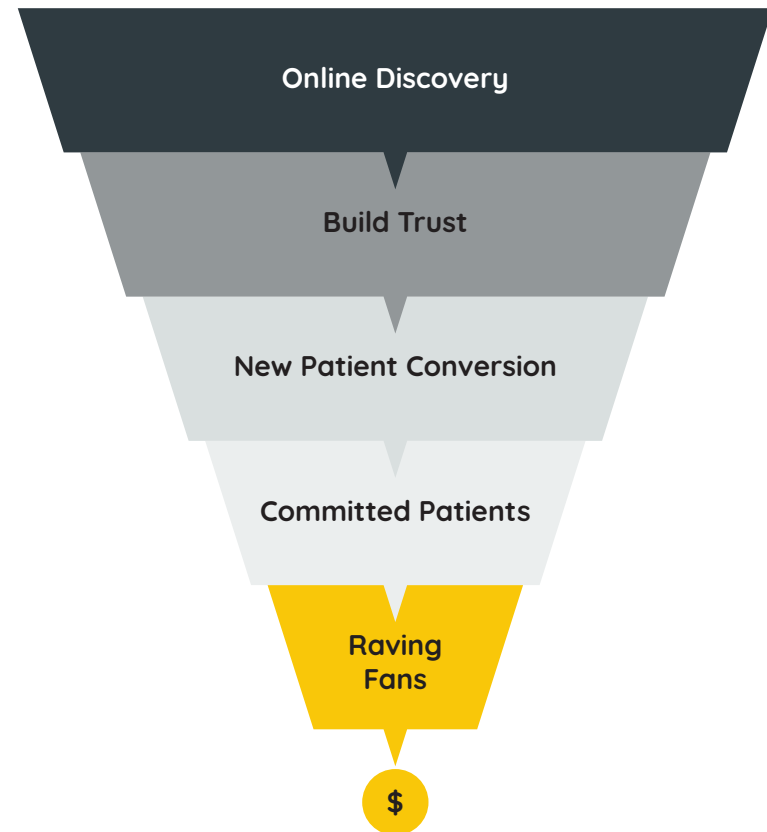
To grow sustainably, practices must:

- **NURTURE:** Strengthen relationships with current patients
- **ATTRACT:** Reach new patients using intentional, digital-first strategies

Takeaway:

Understanding the strategy is one thing.
Executing it consistently is another.

Practice Marketing Funnel



1, 2 Doctor.com, Customer Experience Trends in Healthcare Report, 2020. <https://cms.doctor.com/wp-content/uploads/2020/03/xtrends2020-report-final.pdf>

3 Medical Economics, "69% of patients would switch providers for better services", 2022. <https://www.medicaleconomics.com/view/69-of-patients-would-switch-providers-for-better-services>

NURTURE: Patient Retention & Engagement

Patient loyalty is earned through trust, convenience, and meaningful connection.

Reputation Management

Online reviews don't just influence perception—they directly impact your bottom line. Actively managing your online reputation leads to more patient engagement, higher visibility, and ultimately more revenue.

Focus Areas:

- Automate review requests post-visit
- Respond quickly and professionally (HIPAA-compliant)
- Monitor trends to improve service
- Increase review volume to boost SEO

Key Insight

"A one-star increase in Yelp rating leads to a 5-9 percent increase in revenue."

[READ THE STUDY](#)

—Michael Luca, Reviews, Reputation, and Revenue:
The Case of Yelp.com, Harvard Business School, 2011

Takeaway:

Reputation is revenue. Dental practices that consistently generate reviews, respond to feedback, and cultivate a strong online presence are more likely to convert leads into loyal patients—and show up first when local patients are searching.

Listings Management

In today's digital-first world, patients find healthcare providers the same way they find restaurants or salons—through online search. If your practice's name, address, phone number (NAP), or hours are incorrect across listings, it can erode trust and cost you new patients.

Focus Areas:

- Claim listings across Google, Yelp, Healthgrades, WebMD, Bing, and Facebook
- Ensure NAP (name, address, phone) consistency
- Audit and update listings quarterly
- Use a listings tool to streamline updates and monitor accuracy



NURTURE: Patient Retention & Engagement

Patient Communications

Strong communication isn't just about reminders—it's how you stay relevant in a patient's life between visits. When messaging is consistent, timely, and valuable, it reinforces trust, improves show rates, and keeps patients engaged long-term.

Focus Areas:

- Text/email for reminders, confirmations, and no-show follow-ups
- Monthly wellness content and seasonal promotions
- Personal touchpoints like birthdays or check-ins

Stat to Know:

Practices using automated communication tools reactivated over \$450K in appointments in just one quarter.



Social Media Content

In today's digital-first world, patients find healthcare providers the same way they find restaurants or salons—through online search. If your practice's name, address, phone number (NAP), or hours are incorrect across listings, it can erode trust and cost you new patients.

Focus Areas:

- Post team updates, educational content, and seasonal tips
- Engage in local hashtags and conversations
- Use your brand voice to build connection

NURTURE: Patient Retention & Engagement

Website Design & Management

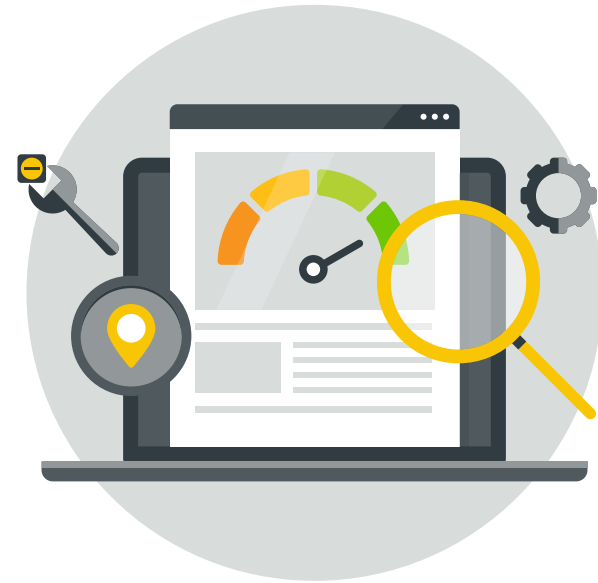
Your website should act as a digital concierge—helping patients quickly find what they need, understand your services, and take action.

Focus Areas:

- Design with a user-first mindset: intuitive navigation, clear service pages, and helpful content
- Make online scheduling and bill pay prominent and easy to access
- Use chat, smart forms, and callouts to guide users to the right information at the right time

Stat to Know:

Top-performing dental websites maintain 92%+ site health scores.



Tech-Enabled Experience

Today's patients want control over their experience—from how they book to how they pay. The more digital touchpoints you offer, the easier it is to meet them where they are and remove friction from their journey.

Focus Areas:

- Offer easy online scheduling and bill pay
- Enable digital forms and check-ins
- Use automation to reduce friction at every touchpoint

ATTRACT: New Patient Acquisition

To grow intentionally, practices need targeted outreach that aligns with patient needs.

Digital Advertising

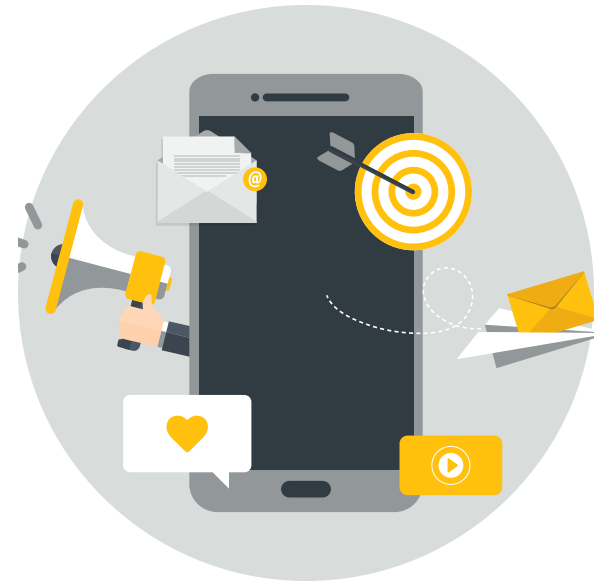
Today's patients do their homework before choosing a provider. Paid digital ads help you get discovered at the moment they're searching for care.

Focus Areas:

- Use Google and social ads to target local search intent
- Build landing pages optimized for conversion
- Monitor performance and refine based on results

Stat to Know:

Top-performing practices average 5.4x return on ad spend with optimized digital campaigns.



Direct Mail

Print still works—when it's intentional. Targeted, well-designed mailers can cut through the noise and drive action when paired with tracking tools and digital campaigns.

Focus Areas:

- Send offers tailored to your services and demographics
- Use professional design and clear calls to action
- Track results via QR codes or call tracking

ATTRACT: **New Patient Acquisition**

Community Outreach

Being present in your community builds familiarity and trust—often before someone even becomes a patient. It's a long-game strategy with high-value returns.

Focus Areas:

- Sponsor school events, sports teams, or health fairs
- Host open houses or lunch-and-learns
- Partner with local businesses for cross-promotion



Build a Custom Growth Strategy

No two practices are alike—and your growth plan shouldn't be either. A thoughtful strategy reflects your unique market, goals, and positioning.

Consider:

- Your market's demographics and competition
- Your service mix and differentiators
- Your brand goals and growth objectives

What it Takes to Compete

You don't have to do everything—but you do have to do the right things, consistently.

Area	Must-Do Tasks	Tools Needed	Time Commitment
Reputation	Review requests, responses, monitoring	Review software	Daily
Website	Design, updates, SEO, analytics	CMS + SEO tools	Ongoing
Advertising	Campaigns, creative, reporting	Google/Meta Ads	Weekly
Communication	Text/email reminders, campaigns, automation	Patient Engagement platform	Weekly
Social Media	Content planning, posting, engagement	Scheduler	Weekly

Key Takeaway:

Many practices struggle to execute all of this internally.

Having the right strategy is step one. Having the right support is step two.

Final Thoughts

Your patients expect more than great clinical care—they want a seamless, digital-forward experience from first click to follow-up.

When your marketing reflects those expectations, you don't just grow—you lead.

Whether you're just starting to modernize or refining your current approach, this playbook offers the insights and structure to help you make informed decisions.

- NURTURE your patients.
- ATTRACT new ones.
- Compete – and win.

High-performing Practices Don't Grow Alone.

If you're exploring ways to accelerate growth, increase practice value, or gain support in today's changing market, let's talk about how partnership can help.

Learn About Partnering with Imagen:

 imagendentalpartners.com/partnership/

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