

# WELCONE TO TODAY'S REGIONAL EVENT!

Practice plan
The business of dentistry

Part of the WESLEYAN Group







# YOUR ALL STAR EXPERT FOR TODAY!

VICTORIA VICKERY
Founder &
Managing Director























### By the end of today's session...





Social Media's
Role in the
growth &
success of your
practice



Identify gaps and opportunities you have



Techniques to attract your ideal patients



Generating appealing content for your audience



### WHAT IS SOCIAL MEDIA?

#### What is Social Media?



"Sharing interesting or fun information with others who will find it <u>useful</u>. Like an interesting conversation and a way to network in a digital format"

#### YES, BUT MORE THAN THAT...



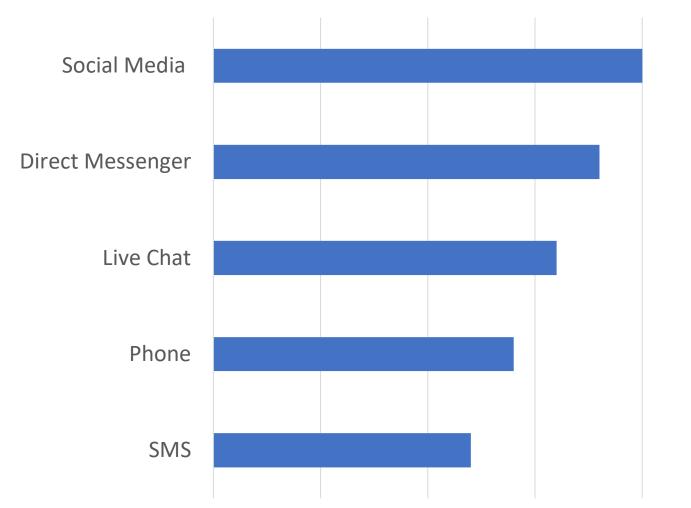
# It's the door opener of profitable relationships, and the conduit to leads and sales



### Why Social Media really can grow your practice

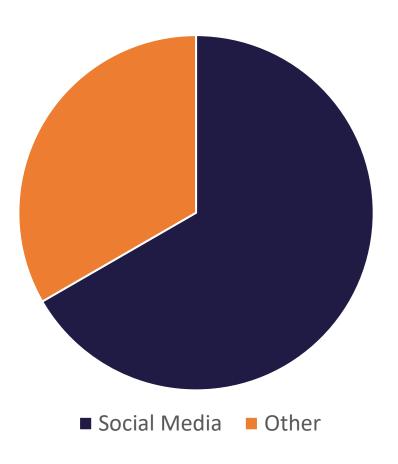
### Consider the top 5 ways in which consumers connect with brands...





Social Media is a key player for connecting, above all of Marketing Channels







### SOCIAL MEDIA HAS BECOME A WAY OF LIFE



### IT MEANS CONNECTIVITY



## WHERE DOES SOCIAL MEDIA FIT INTO YOUR OVERALL MARKETING?



LONG TERM MEDIUM TERM SHORT TERM



#### LONG TERM

**Creating New Audiences** 

DO CONSISTENTLY,
OVER TIME



#### **EXAMPLES**

SEO
Lights on Social Media
Branding
Prop Development
Podcasting
Sponsorship

#### MEDIUM TERM

Relationship-Building Activity

DRAW LEADS TOWARDS YOU



#### **EXAMPLES**

Valuable Content
Strategic Social Media
Database Build
Experiences
1<sup>ST</sup> Stage Sales
Referral Strategy

#### SHORT TERM

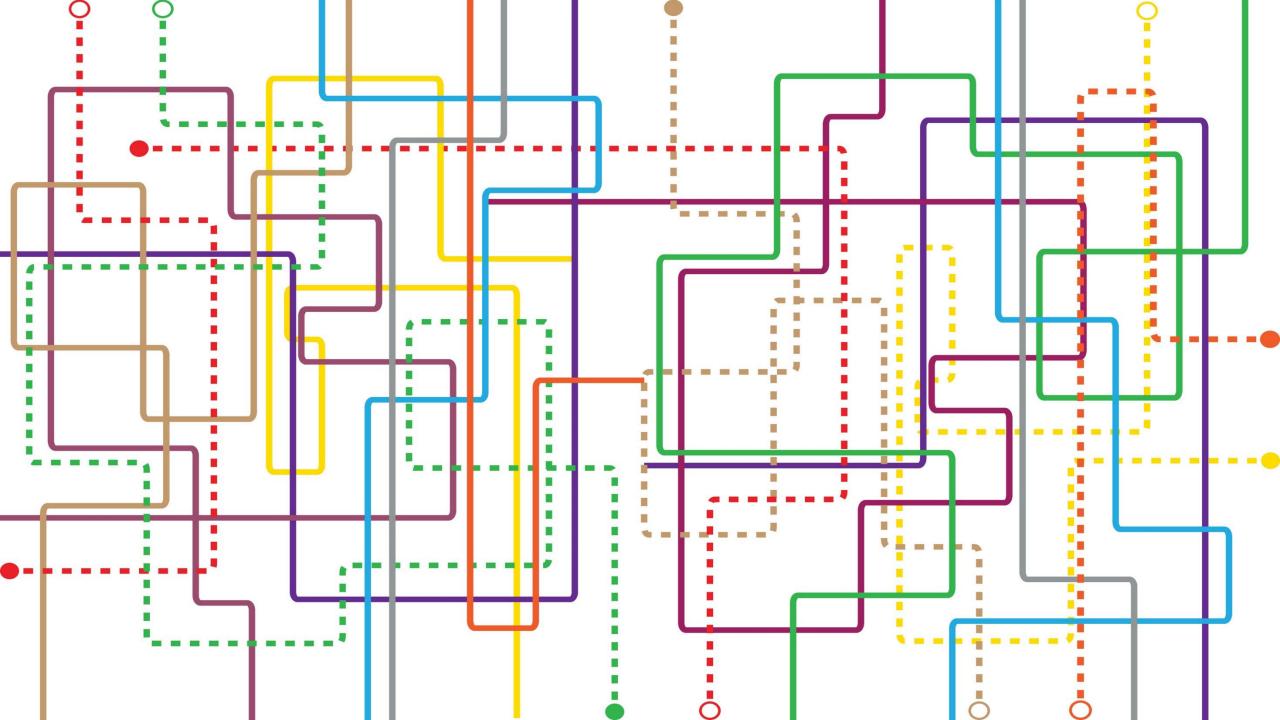
Often Campaign-Led, 'switch-it-on' activity.

ESSENTIAL TO KEEP LEADS AND SALES COMING IN



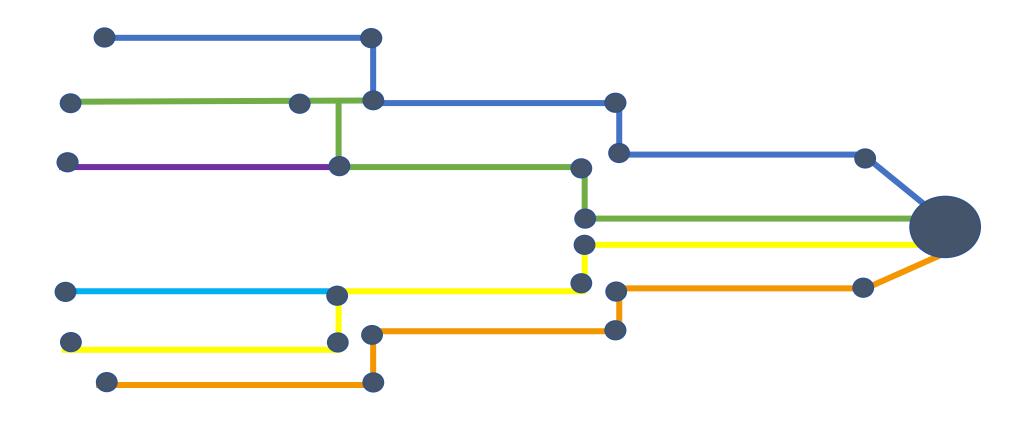
#### **EXAMPLES**

Offers
Ads
DMs
Sales Calls
Consultations



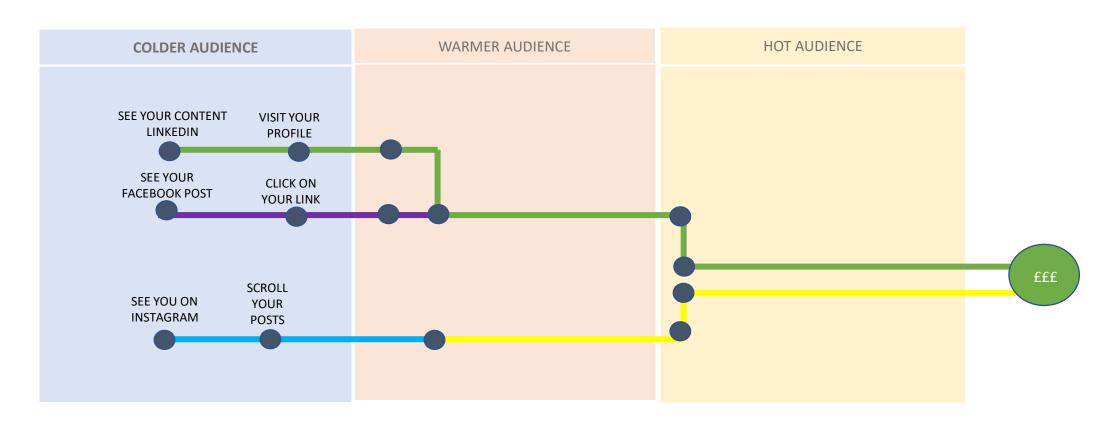
#### WE WANT IT TO BE MORE LINEAR!





#### Where does Social Media fit in?



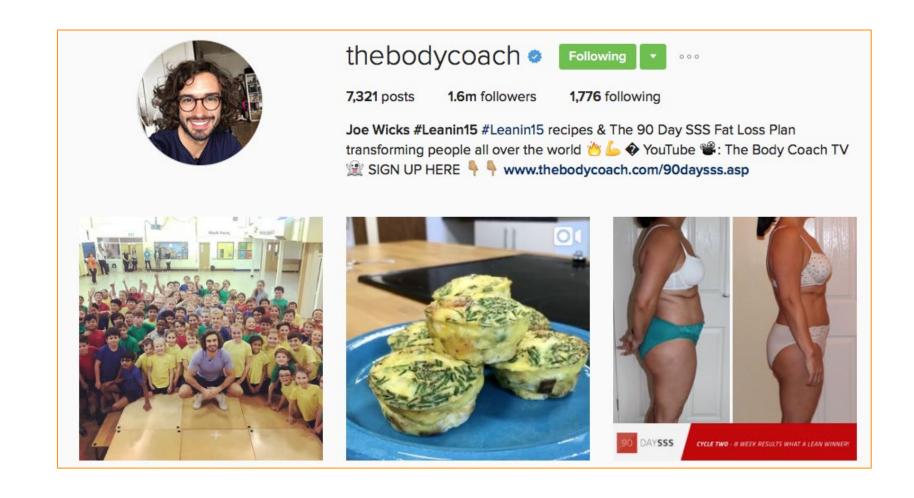


YOUR MUST KNOW THE PATHWAY YOU ARE SENDING YOUR PROSPECTS ON, STEP-BY-STEP, AND WHAT IT YOU ULTIMATELY WANT TO ACHIEVE. KNOW YOUR WHY FOR EVERY STEP.



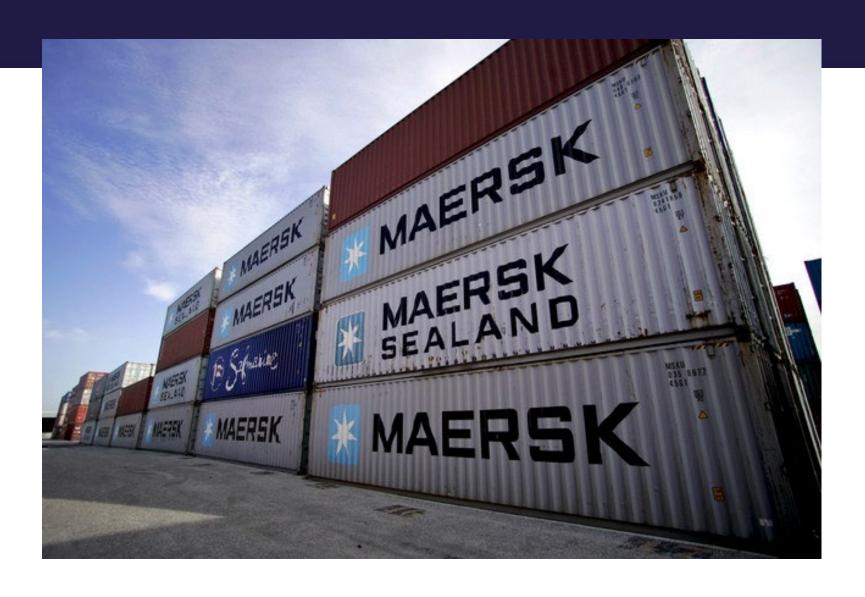
# A business's ONLINE presence can MAKE a business! >>>

#### This Business was built on Instagram...





## And if you think it's only for exciting businesses...

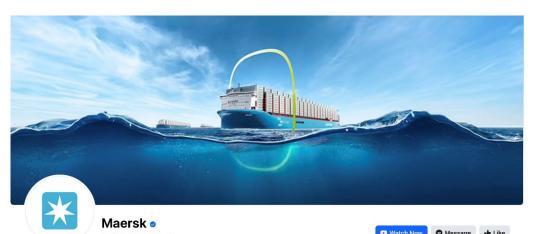


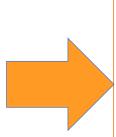
### This Business generates awareness,

10 hours ago · 3

Busy days on our vessels!

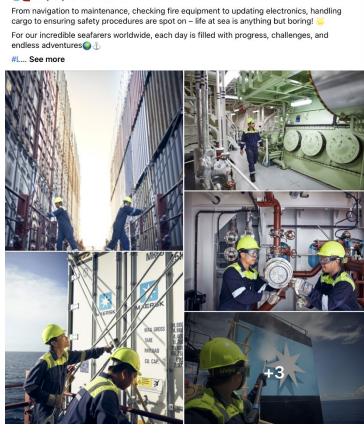








- Maersk Line employees and potential employees
- competition
- suppliers
- regulatory bodies
- shipping enthusiasts and fans





freight market. Visit our Europe Market Update to find out more 🦞

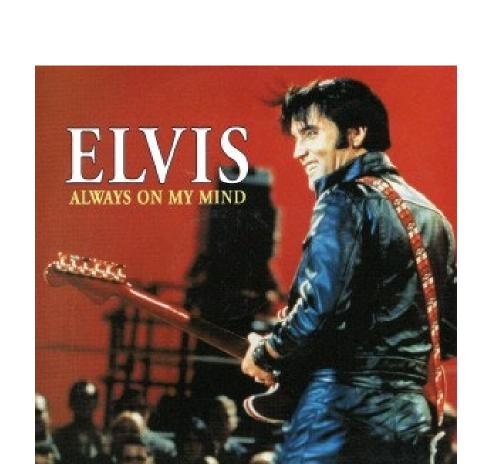
→http://spkl.io/61874fv4H







### Why does it matter?





#### TODAY, WE WILL LOOK AT THE FOUNDATIONS OF:



**LEADS & SALES** 

**CONTENT CREATION** 

SOCIAL AUDIENCE BUILDING

SOCIAL MEDIA GOALS AND TARGETING



### But first.... Let's find out how you're performing in Social Media right now!

### SOCIAL MEDIA AUDIT

# WHAT'S YOUR SOCIAL MEDIA PERSONALITY?

# Simply answer each of the following questions with the corresponding letter

1. I have clear goals on what my social media needs to achieve and I am measuring the impact



A: Not at all

**B**: Started

C: Some



2. I know exactly who I need to target on Social Media and have a fully defined customer profile of each of them



A: Not at all

**B**: Started

C: Some



3. I am on the relevant Social Media Platforms, where my customers hang out.



A: Not at all

**B**: Started

C: Some



4. I have all my profiles set up, with fabulous imagery, a cracking message and completely optimized to reflect what we do.



A: Not at all

**B**: Started

C: Some



5. Every week I post content that adds value to those that we want to attract and engage with



A: Not at all

**B**: Started

C: Some



6. I am in the social conversation. I engage with potential patients, relevant other parties, and in groups



A: Not at all

**B**: Started

C: Sometimes

D: Always



7. Every month I create my Social Media Content Plan to ensure I am aligned to my goals



A: Not at all

**B**: Started

C: Sometimes



8. I know the content that my audience is most interested in, and make sure that is at the forefront of my content



A: Not at all

**B**: Started

C: Sometimes



9. I am using a Post Planning tool to set up my posts ahead of time, ensure I am on plan, and save me time.



A: Not at all

**B**: Started

C: Sometimes



#### 10. My social media is generating traffic to my website



A: Not at all

**B**: Started

C: Sometimes



#### 11. My efforts in Social Media are increasing likes, follows and fans.



A: Not at all

**B**: Started

C: Sometimes



#### 12.My efforts are generating leads & sales for my business.

SOCIAL MEDIA A: Not at all

**B**: Started

C: Sometimes



#### 13. I invest in advertising on Social Media to create leads



A: Not at all

**B**: Started

C: Sometimes



#### 14. I invest in advertising on Social Media to grow my database



A: Not at all

**B**: Started

C: Sometimes



15. I check out my competition and understand what they are doing and how it is performing.



A: Not at all

**B**: Started

C: Sometimes



16. I regularly research hashtags, influencers & keywords to ensure I maximise my social media



A: Not at all

**B**: Started

C: Sometimes





#### NOW...

## Let's find out your social media personality!

Wesleyan Internal 47



## Do you have mostly A, B, C or D?

Wesleyan Internal 48

Mostly A
SOCIALLY NERVOUS

#### Mostly A: Socially Nervous

Worried about where to start and how to start, or simply haven't had the time so far.

You'll need to start undertaking activities that will drive awareness of your business in social media, so that you become known, liked and trusted.

We'll be teaching you all of that, and much more!





Mostly B

#### SOCIAL LURKER

#### Mostly B: Social Lurker

You have profiles set up on most of the main platforms. You occasionally post when you have time but perhaps tend to lurk in the background watching others.

When you do post, you may be socially selfish in that you receive engagement, but aren't necessarily as forthcoming with providing it to others.

You need to undertake take activity that will take your social media to the next level and appearse the algorithms, so you become even more visible and actively start developing relationships that drive leads.



#### Mostly C: Social Butterfly

You 'get' social media. You are out there, engaging, and people like you... You are in the midst of the party!

You are posting on a fairly regular basis but not necessarily seeing your activity turn into leads just yet.

You need to get to grips with more of the advanced strategies that will help you turn

engaged leads into customers.

We'll be coming onto that pretty soon.



Mostly D SOCIAL STRIKER

#### Mostly D: Social Striker

You are all over this. You are regularly engaging on Social Media, getting results and turning them into leads. FANTASTIC!

You need to know how to amplify what you are doing already, to get even greater results.



#### **EXERCISE**



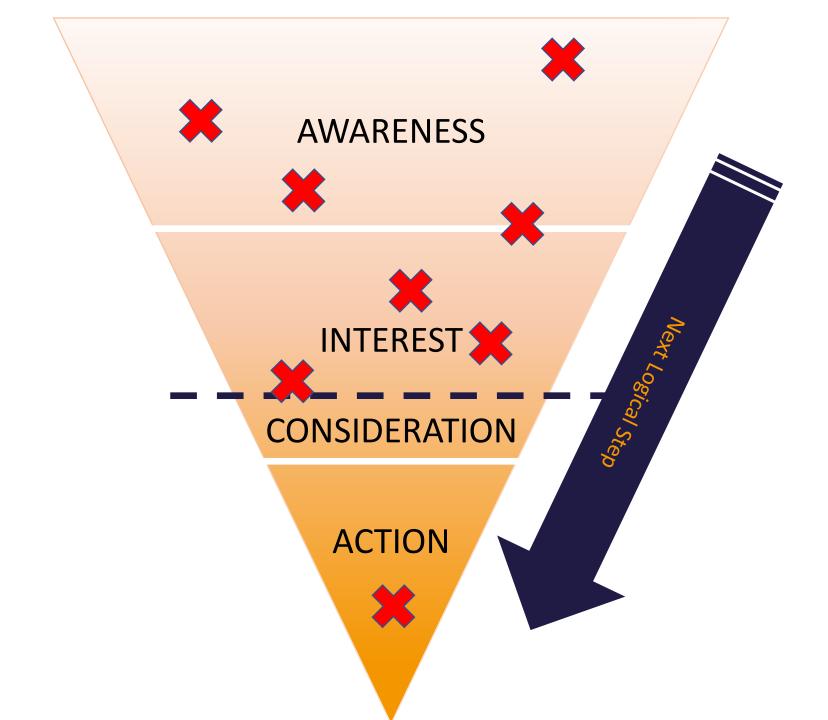
#### WHAT ARE YOUR PRIORITIES BASED ON YOUR SOCIAL MEDIA PERSONALITY?

DISCUSS.

WRITE DOWN THE AREAS YOU NEED TO FOCUS ON

# GOALS & TARGETING

#### Social Media Funnel





60

Wesleyan Internal



# You must know the role your social media activity will play in your marketing strategy.

Wesleyan Internal 61

Build Awareness of the practice Manage Brand Reputation Build and Manage An Engaged Community

Increase Conversions/ Sales/£

Gain Patient or Market Insights Identify and Nurture Patient Leads

Deliver Customer Service

**Generate Leads** 

Grow the Database of Prospects

Grow the Database of Prospects

Grow the Database of Prospects

Social Media can play different roles in your business and therefore you may have differing goals at different stages.





## What do you want to achieve?

Wesleyan Internal 64



#### EXAMPLE

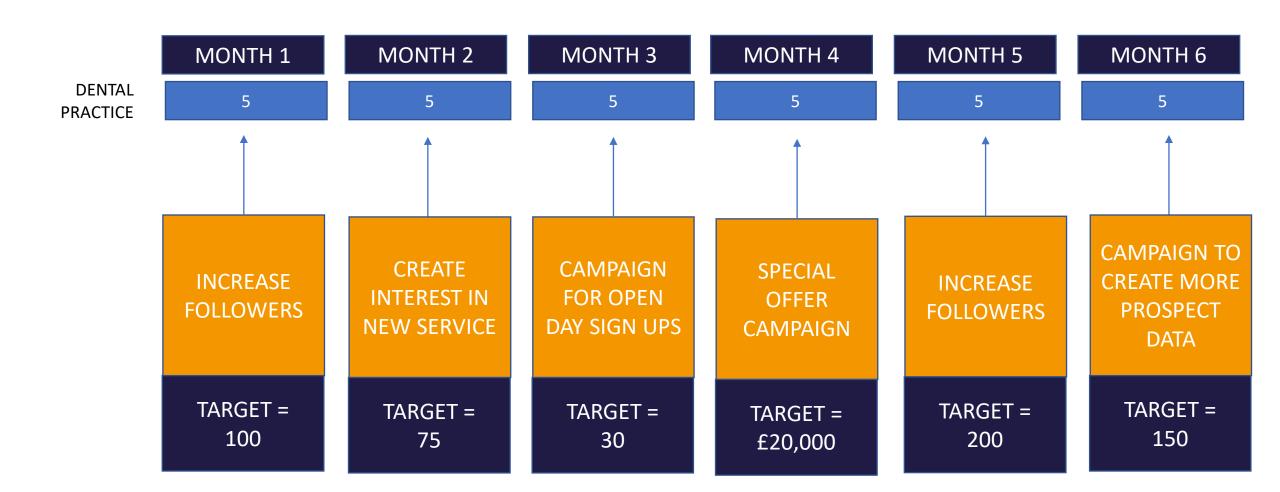
Wesleyan Internal 65

### What do you want to achieve with Social Media?



GOALS	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
PATIENT LEAD GEN GOALS	20	20	20	20	20	20
SALES GOALS	5	5	5	5	5	5
TARGETS						
EMAIL MARKETING LEAD GEN	5	5	5	5	5	5
SOCIAL MEDIA LEAD GEN	5	5	5	5	5	5
PAID ADVERTISING	10	10	10	10	10	10

#### When you know that, you can set some activity goals



## WHAT ARE YOUR GOALS IN SOCIAL MEDIA? Write down your top 3 goals to focus on. MAKE THEM MEASUREABLE.

# BUILDING AN AUDIENCE

## NO AUDIENCE? You're the Best Kept Secret.



# SOCIAL MEDIA IS THE MAIN PLAYER TO HELP YOU DO THIS



# REMEMBER: This is all about your STAR customer

#### The **STAR** Customer



**Superior: The Best fit Customer for your Business.** 

argeted: You are able to identify & reach them.

**Acquirable: You know how to get them.** 

esults focused: They will skyrocket your business.

#### You need to:



CHOOSE THE SOCIAL
MEDIA CHANNELS THAT
THEY ARE HANGING OUT IN

CREATE OPPORTUNITIES
FOR THEM TO BECOME
PART OF YOUR AUDIENCE

BUILD A RELATIONSHIP
WITH THEM, SO THEY
KNOW, LIKE AND TRUST
YOU, THROUGH CONTENT

How to...

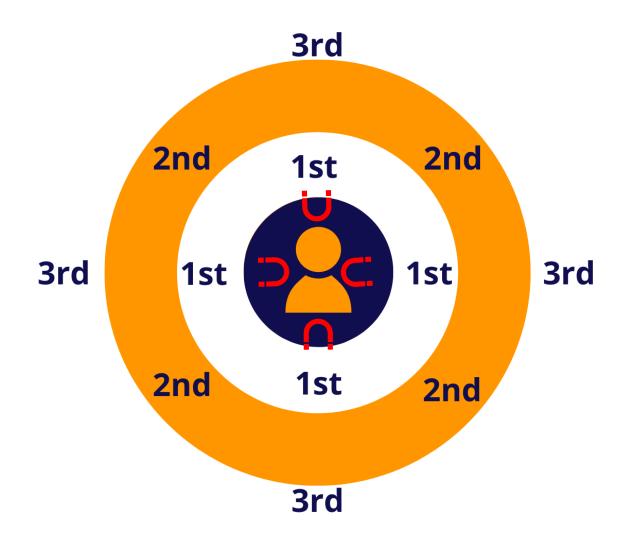
CREATE AN AUDIENCE.

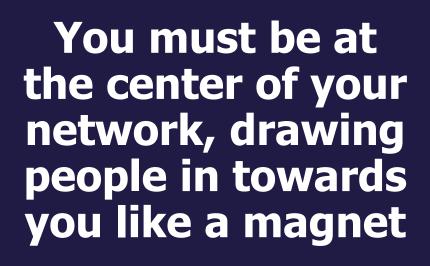


# 1. CIRCLE OF FRIENDS

#### The start of your audience is closer than you think!

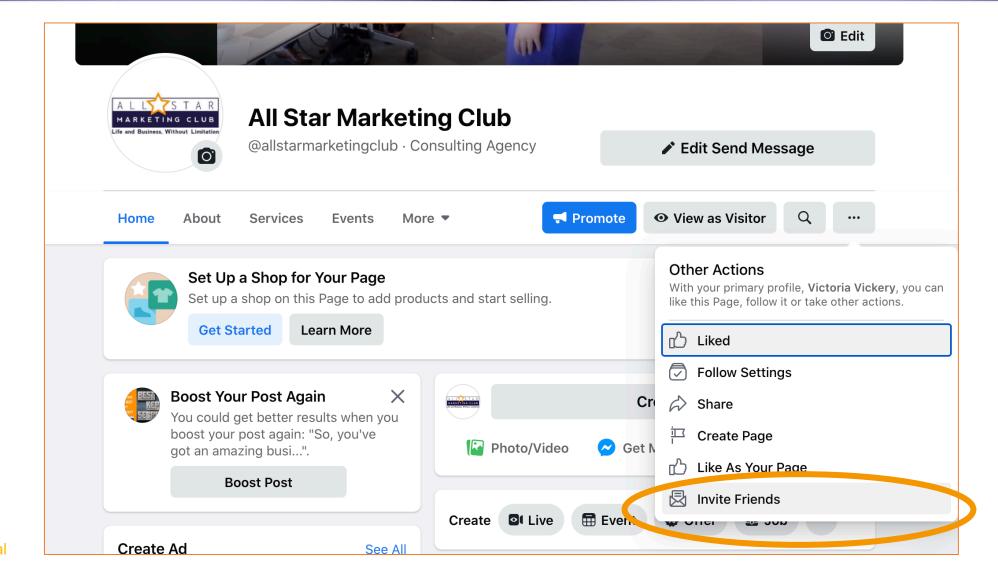




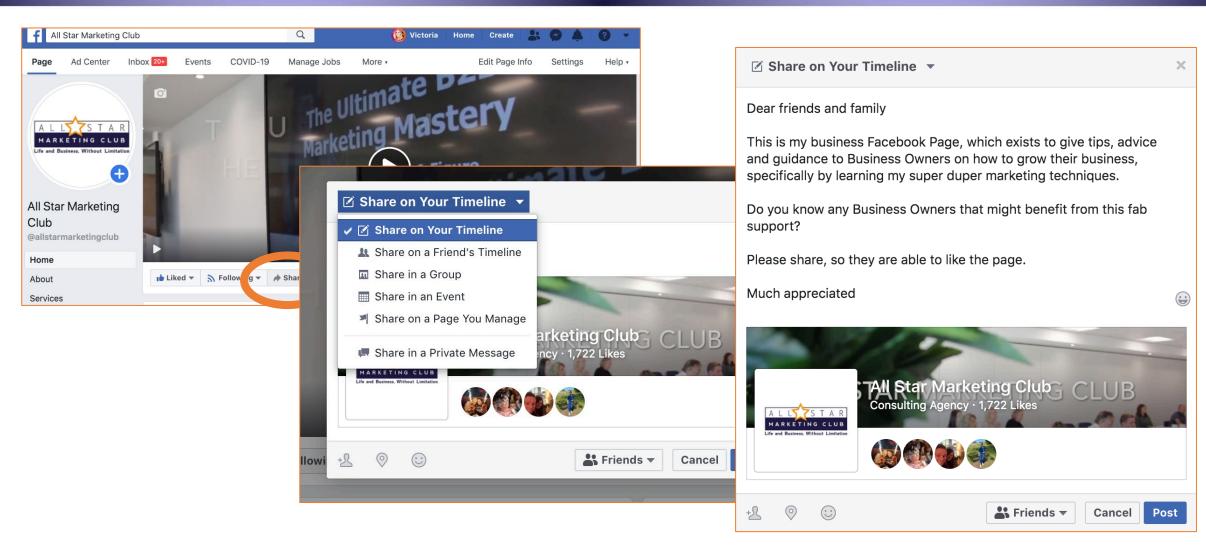




# INVITE FRIENDS/PATIENTS TO YOUR SOCIAL MEDIA PAGES



#### PEOPLE YOU KNOW, KNOW PEOPLE



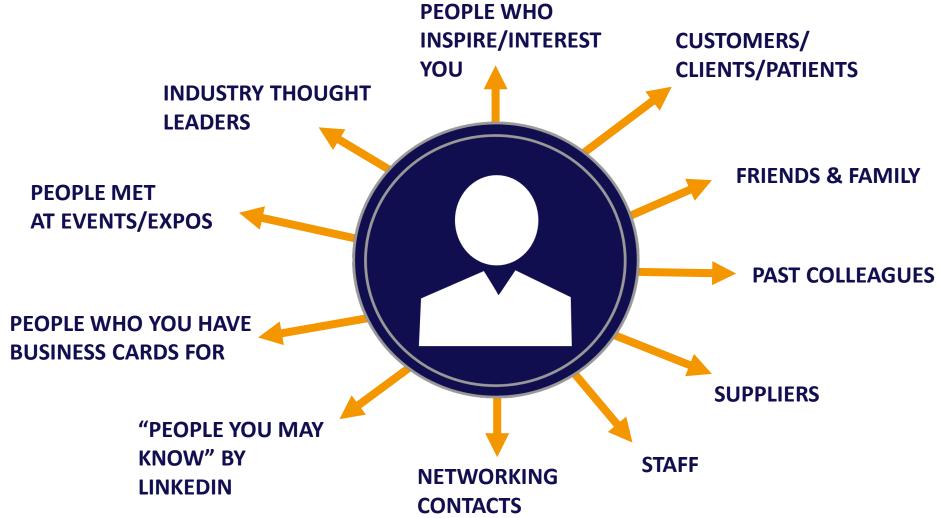
#### THOSE YOU'VE NOT CONNECTED WITH YET

RELEVANT ACQUAINTANCES PREVIOUS COLLEAGUES/PATIENTS

FRIENDS OF FRIENDS THAT
YOU THINK MIGHT BE
YOUR AUDIENCE

REACH OUT TO THOSE PEOPLE WHO YOU CAN HELP,
AND CONNECT

#### THERE ARE SO MANY OPTIONS...



#### **KEEP UP MOMENTUM**



# REMEMBER: People often don't act the first time they see something....



# 2. PROMOTE YOUR SOCIAL MEDIA PAGES ON YOUR MARKETING ASSETS

#### **Promotion on your Marketing Assets**

YOUR WEBSITE

YOUR EMAIL SIGN OFF

YOUR OTHER SOCIAL MEDIA PAGES

MARKETING MATERIALS

Again, this is going to support you to gain marginal gains in your social media following



# 3. YOUR EMAIL LIST

# **Promote to your Email List**



EXISTING PATIENTS

PAST PATIENTS

PROSPECTIVE PATIENTS

**ALL OTHER DATA** 



If they're part of your page, they are likely to act as your advocates



If they follow your social media, they are getting increased touchpoints



# 4. SET UP A FACEBOOK GROUP

#### The opportunities of your OWN Facebook Group



A MUCH WARMER AUDIENCE KNOW, LIKE AND TRUST IS AT ITS HIGHEST

A COMMUNITY
THAT DRIVES
BELONGING

BETTER REACH OF YOUR CONTENT

YOUR PROFILE IS ON A PEDESTAL

MEMBERSHIP OVER FOLLOWERS

A FEELING OF EXCLUSIVITY

#### Ideas for your group...





#### DIY garden projects on a budget

+ Join

Group

This group is to share ideas on how to create Diy garden projec... 40 posts a day



#### **GARDEN CENTRE OR LANDSCAPER**



#### **DIY & Home Decor Tips**

+ Join

Group

I have made this group for people to share ideas & tips on hom... 270 posts a day



#### PAINTER/DECORATOR



#### Camping People UK

+ Join

Group

Here at Camping People we are all about advice, fun and comm... 120 posts a day



#### **CAMPING EQUIPMENT SALES**



#### 30 Day Decluttering Challenge

+ Join



Participate in the 30 Day Decluttering Challenge! Each day for t... 8 posts a week



#### **INTERIOR DESIGNER**



#### Health, Fitness and Nutrition Tips

+ Join

#### Froup

Health, Fitness and Nutrition Tips' goal is to connect like minde... 330 posts a day



**PERSONAL TRAINER** 

#### DENTAL PRACTICES...



**CURRENT PATIENTS** 

PATIENTS OF
"DONNA'S
DENTISTRY"
DENTAL PRACTICE

THE MARKET YOU'RE IN

SPECTACULAR SMILES HUB THE BROADER MARKET

FAMILY HEALTH & WELLBEING HUB



# 5. USE HASHTAGS

#### What are your ideal patients looking at?

**SERVICES** 

#teethwhitening #kidsdentalcare

BRAND

#ABCDentalPractice #MrJonesDentist

LOCATION

#teethwhiteninghampshire #southamptondentist **SHOWCASE** 

**#DentalBeforeAndAfter** 

**VALUE** 

#dentalcaretips #dentaladvice

NATIONAL DAYS

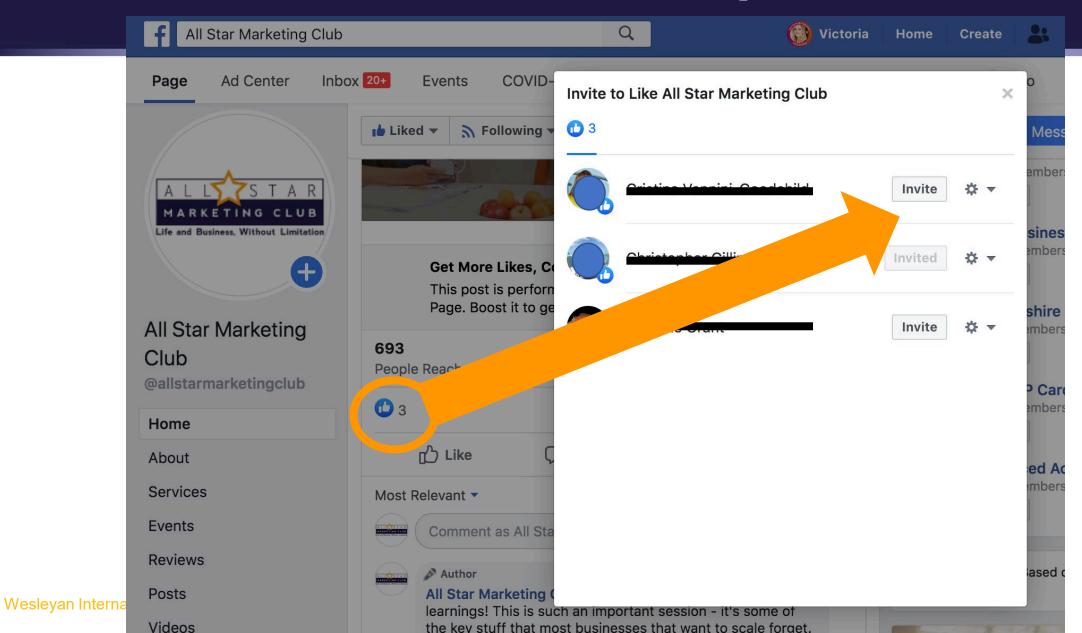
#nationalsmilemonth #mouthcancerawareness





# 5. SOCIAL MEDIA OUTREACH

#### Those that like and comment on your content





# 6. PROMOTE YOUR SOCIAL PAGES

#### You can pay to promote your social pages to...



REACH A WIDER FOLLOWING

FIND EXACTLY THE RIGHT TARGET AUDIENCE

MAKE YOUR
RESULTS REACH
MORE
MEANINGFUL

RETARGETING OPPORTUNITIES

#### **EXERCISE**



# GO THROUGH EACH OF THE STRATEGIES AND START TO DECIDE WHERE YOU WILL PUT YOUR ATTENTION RIGHT NOW TO BUILD YOUR TRIBE. FOCUS ON 2 OR 3 AT A TIME

- > YOUR CIRCLE OF FRIENDS
- > MARKETING ASSETS
- > YOUR EMAIL LIST
- > FACEBOOK GROUP
- > HASHTAGS
- > SOCIAL MEDIA OUTREACH
- > PROMOTING YOUR PAGE

# CREATE AMAZING CONTENT





#### 1. Content is about THEM not YOU

Yes, use your story.

Yes, refer to your patients.

Yes, use your testimonials.

#### **BUT KEEP THE REASON AT THE HEART:**

How is it going to add value to your STAR customer?



# 2. Content is not about making money

#### Focus on:

What will help transform your patients?
What will help get them see possibilities/results?
What will inspire them?



### 3. Too Good Is Just Right

Always give your best content away for free

It will help to:

Beat the competitors

Build trust

Make them say "can you imagine what the paid stuff is like"



#### 4. Remember Your Goals

Create the right content with the right action that is going to support you to...

**MOVE THEM DOWN THE FUNNEL**From Pretty Chilly >>> To Patient



#### SO, WHAT MAKES GREAT CONTENT?

Wesleyan Internal



# What You Want to Sell +

Your Star Customer Needs, Concerns & Triggers

#### The Sweet Spot for Social Media



### THINK ABOUT THEIR PLACE IN THE FUNNEL

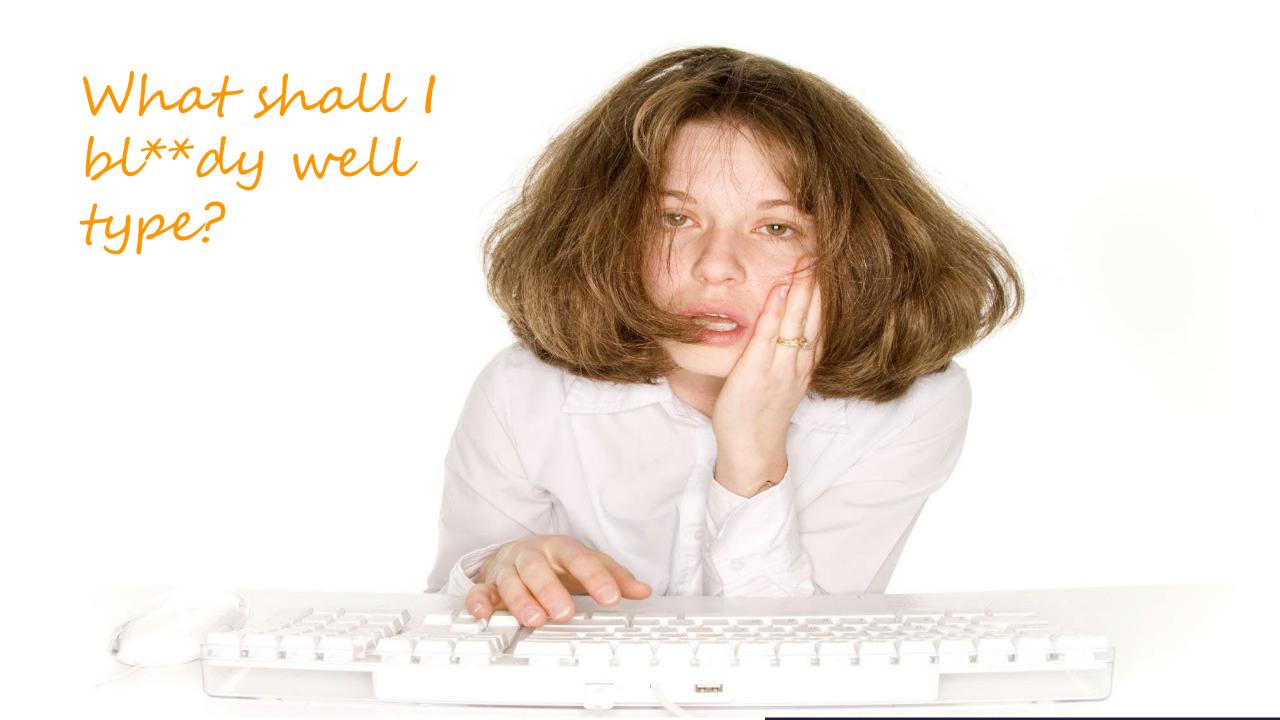




**Customer Service** 



### **HOW DO YOU COME UP WITH THIS CONTENT?**



### Introducing...

### THE SPLINTER MODEL



### **EXERCISE**



CREATE YOUR FIRST SPLINTER OF 3 CONTENT IDEAS FOR YOUR BUSINESS.

Set the time aside NOW in your diary to complete this process.



### HOW TO TURN THIS INTO MEANINGFUL CONTENT

### **CONTENT THAT WINS...**



**ENTERTAINMENT** 

**INSPIRATION** 

VALUE

CONNECTION

**CONVERSATION** 

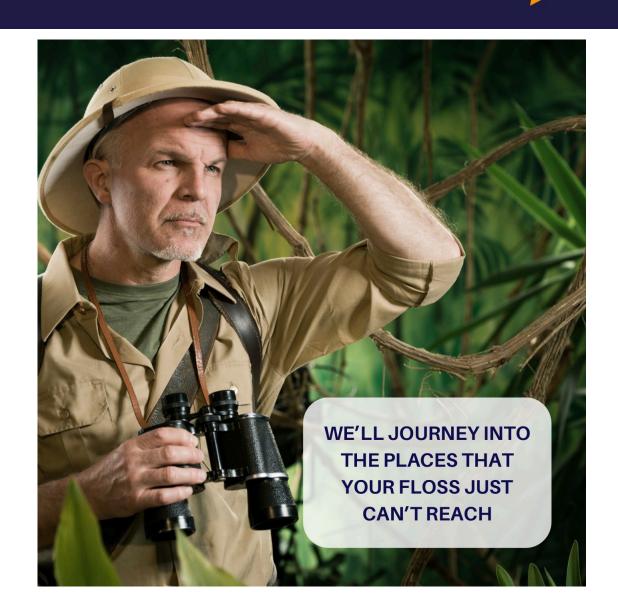
Memes Humour Videos Competitions Case Studies Testimonials Before/After Quotes Top Tips Q&A How To Why... Team Members
Behind Scenes
Product Reviews
Caring

Polls Questions Fil in the blanks Lives

### **ENTERTAINMENT**



THAT ROGUE PIECE OF SPINACH STUCK IN YOUR TEETH,
THAT EVERYONE COULD SEE BUT YOU.



### **INSPIRATION**







### **VALUE**



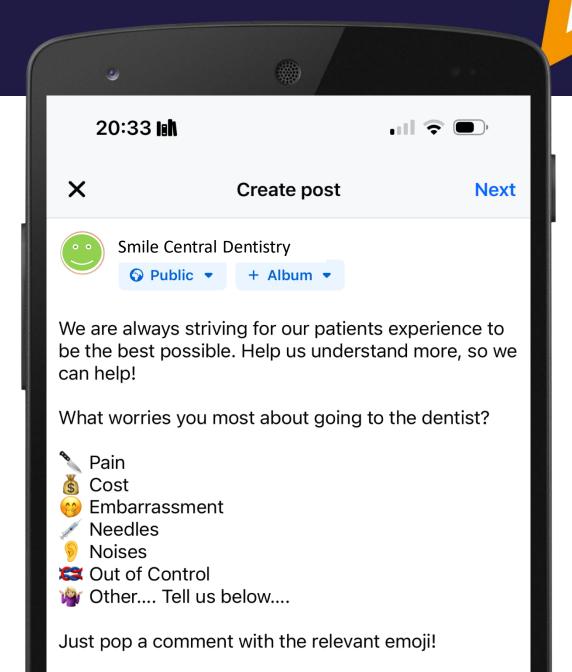


### CONNECTION





### CONVERSATION



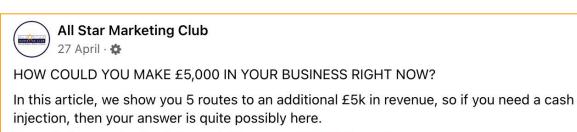


### 4 TOP TIPS

### 1. ALWAYS THINK OF THIS BRIDGE



### Away from pain, towards their ideal after



https://allstarmarketingclub.com/.../how-to-add-5000-to.../

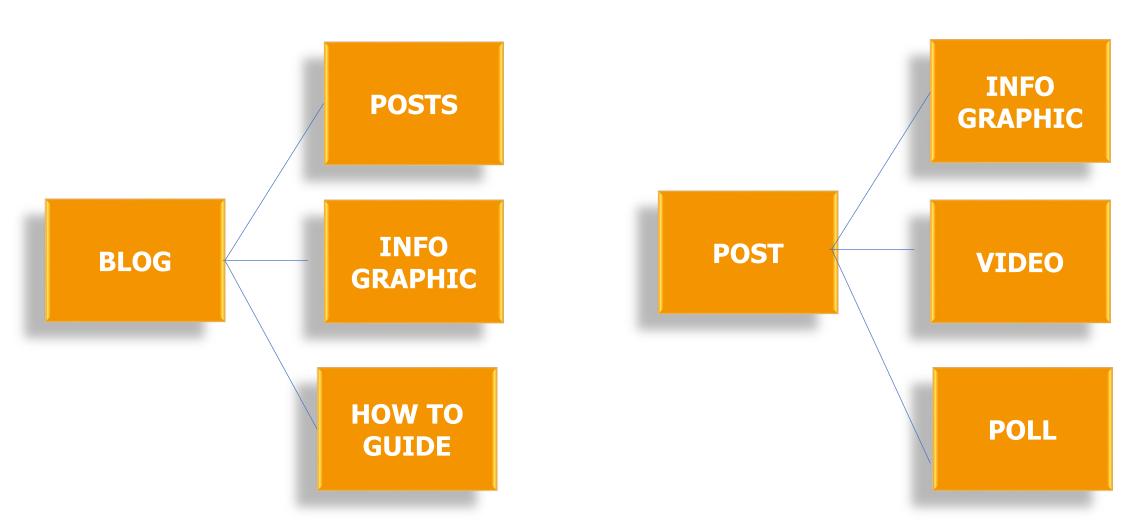






### 2. RE-USE CONTENT — AT LEAST x3





### A blog can be sliced and diced many ways!



Marketing Strategies for Small Businesses: For Short, Medium and Long Term Growth Continue reading  $\rightarrow$ 

**View Blog Post** 





### 3. Maximise your reach



SOCIAL PROFILE

**ABOUT PAGES** 

PRODUCT PAGES

COMPANY PAGES

SOCIAL MEDIA POSTS

GROUPS (OWNED)

GROUPS (MEMBER)

**STORIES** 

**ARTICLES** 

**BLOGS** 

**COMMENTS** 

MESSEN-GER

LANDING PAGES

**EMAIL** MKTG

NEWS LETTERS

**HASHTAGS** 

**INMAIL** 

**REELS** 

### 4. PUT THE TIME ASIDE!





If the time is not in the diary, you are de-prioritizing MONEY!



### TRUST THAT CONTENT CREATES SALES We have proven this time and time again!





### THE NEXT LOGICAL STEP



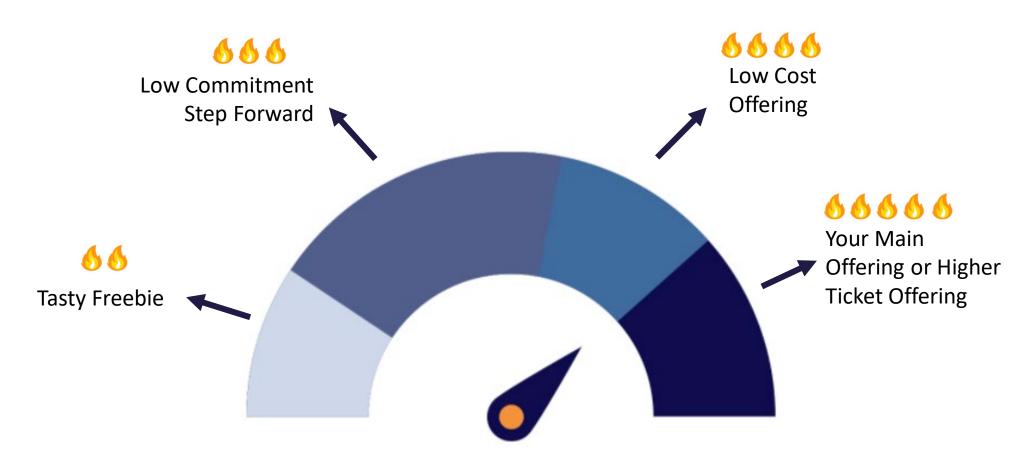
# 90% of the time, people are not ready to buy!

#### ARE YOU ASKING THEM TO TAKE ONE STEP TOO FAR?



#### **CREATE A FLOW OF 'NEXT LOGICAL STEPS'**





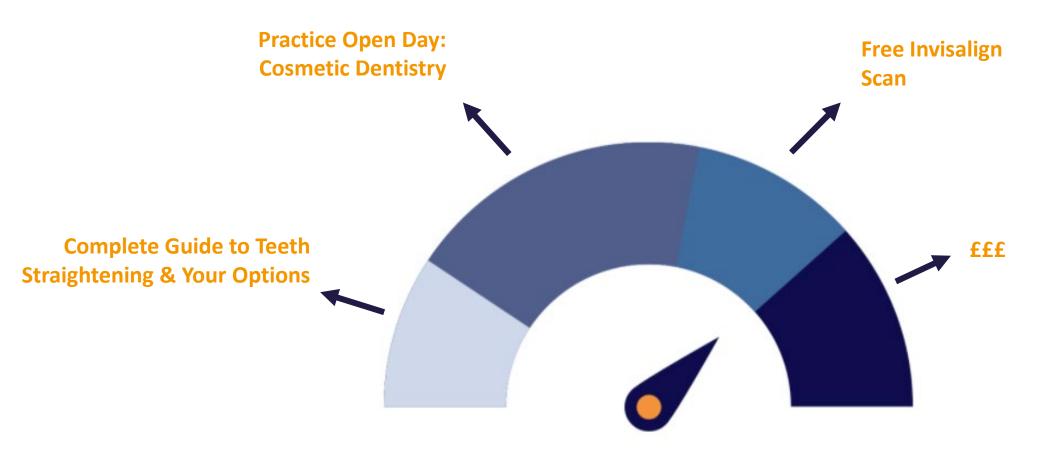
### **EXAMPLE: ACCOUNTANCY PRACTICE**





#### **EXAMPLE: TEETH STRAIGHTENING**







# So you'll need to GET OUTSIDE Of Social Media



### DATA IS THE NAME OF THE GAME!





YOU NEED TO CREATE AN OMNI-CHANNEL PRESENCE

## Don't think they're just in Social Media

### WHAT DOES THAT MEAN?



Seamless and integrated experience across a number of different touchpoints, whether on or offline

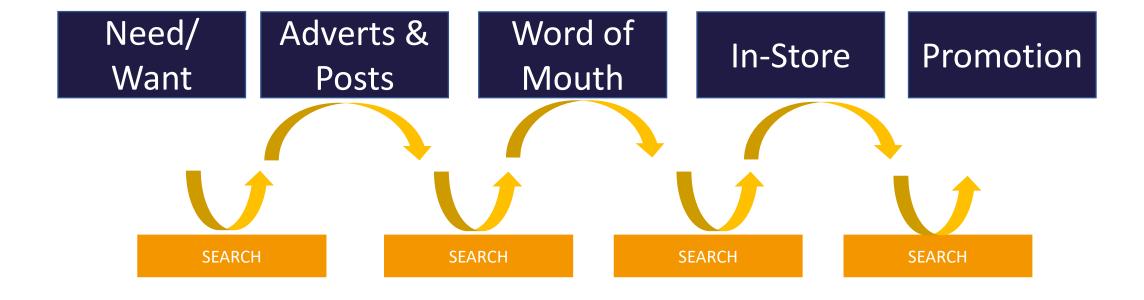


### WHY?

# This is the reality of a customer journey these days...

### The normal....







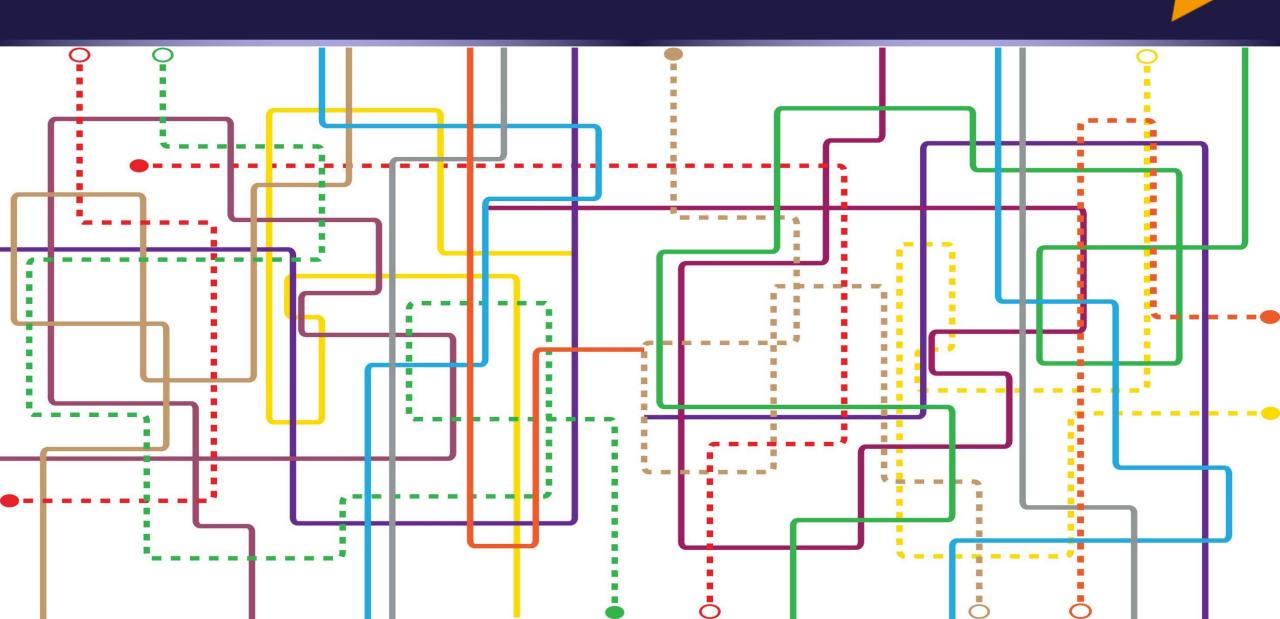
### IN FACT

# 85% of a buyer's decision is made before they even talk to someone.

### And consider this...

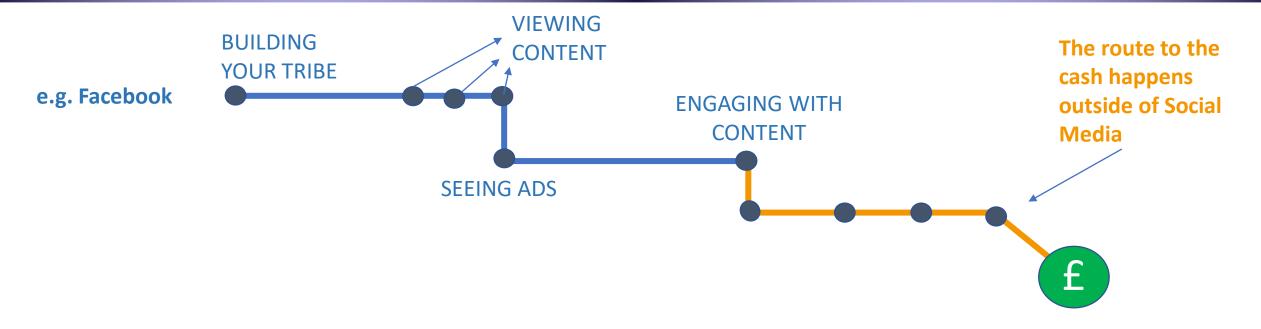


#### **Most business' Marketing**



#### What you have learned...





Only 40% of the warming goes on inside Social Media



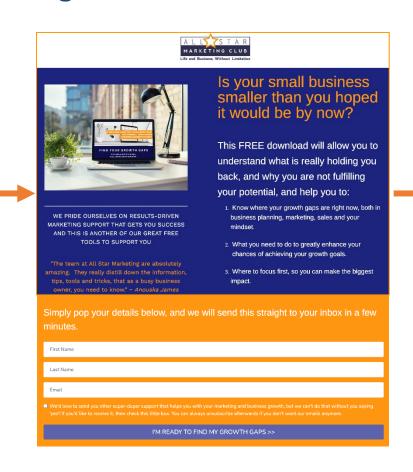
### TOP 5 WAYS TO CREATE SALES OUTSIDE OF SOCIAL MEDIA

#### #1 Create a Valuable Freebie



#### What can you offer in exchange for data?







#### **#2 Create an Event or Webinar**





LET US KNOW THAT YOU'RE COMING...

Thursday 19th May at 12pm

Please complete the form below and we'll confirm your space.

First Name

Last Name

Email

Telephone

Tick this box to receive fantastic marketing tips and insights straight into your inbox. Plus, we'll keep you posted on upcoming training and events which you might be interested in. We promise not to spam you.

SIGN ME UP FOR THE WEBINAR



#### **#3 Create a Competition**











Learn to use tools that contribute to a strong financial system, capable of delivering value in the long term.





Do you want to improve your LinkedIn lead generation capabilities, get to grips with LinkedIn strategies that really work and STOP wasting time on tactics that get you nowhere?

We have a short online training course for that!

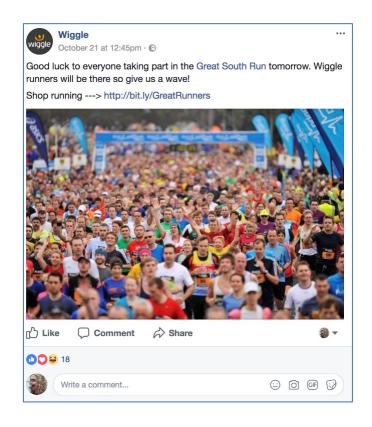
Click the link below to take one more step forward to success:... See more



#### **#5 Actually Sell**







#### **EXERCISE**



#### WHAT WILL WORK FOR YOU?

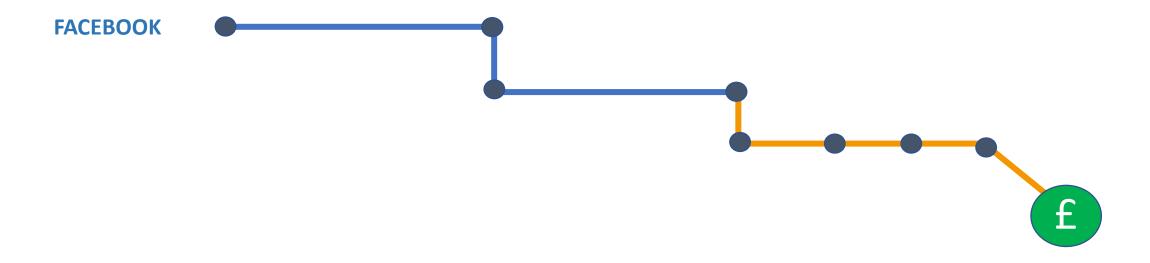
How will you move your audience out of social media and into your database?



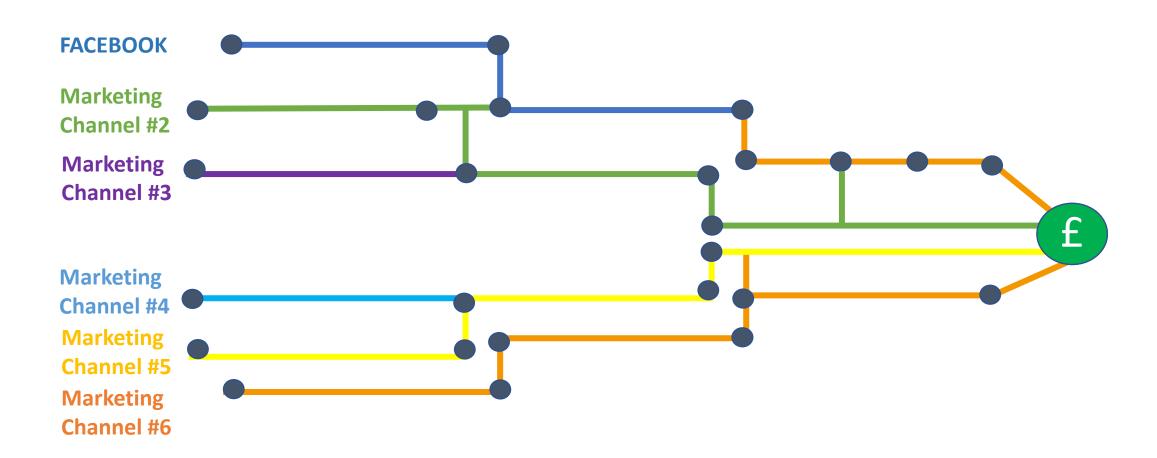
### HERE'S THE MOST FANTASTIC PART...

#### Your leads can multiply!





#### Add in other marketing channels, and hey presto!



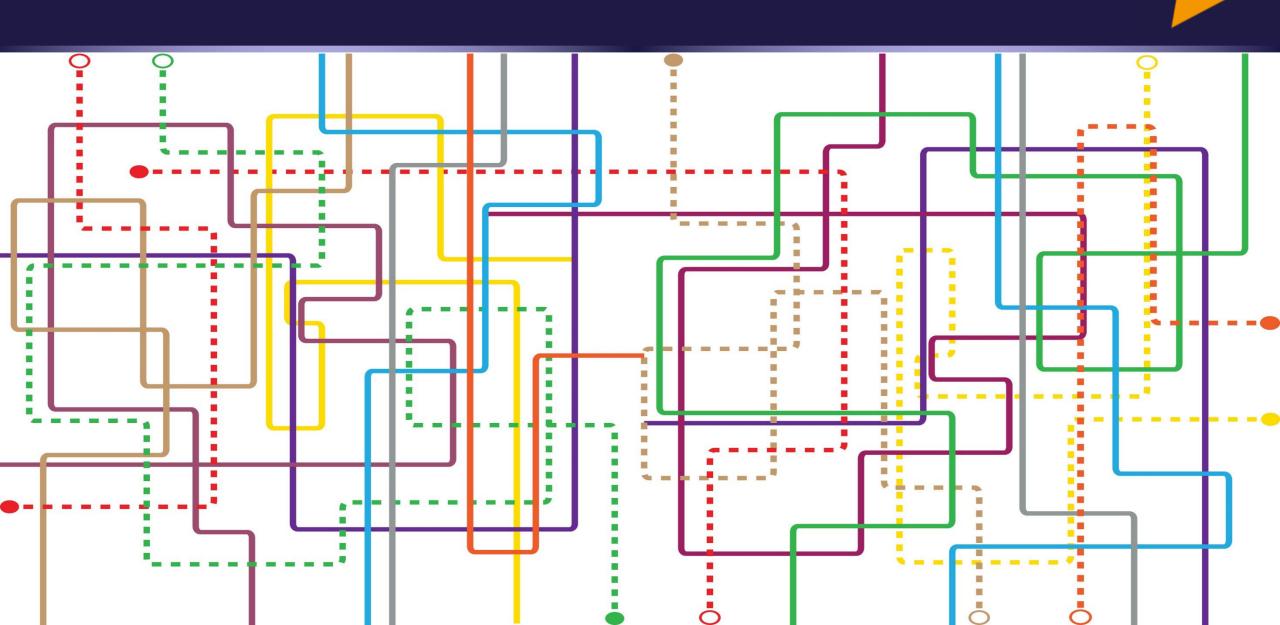


## **Every Marketing Channel Has a Formula...**



## And the ability to have a direct influence on your goals

#### **MOVE AWAY FROM THE CRAZINESS**



#### OR THE BLANK SHEET...



#### To a dependable eco-system

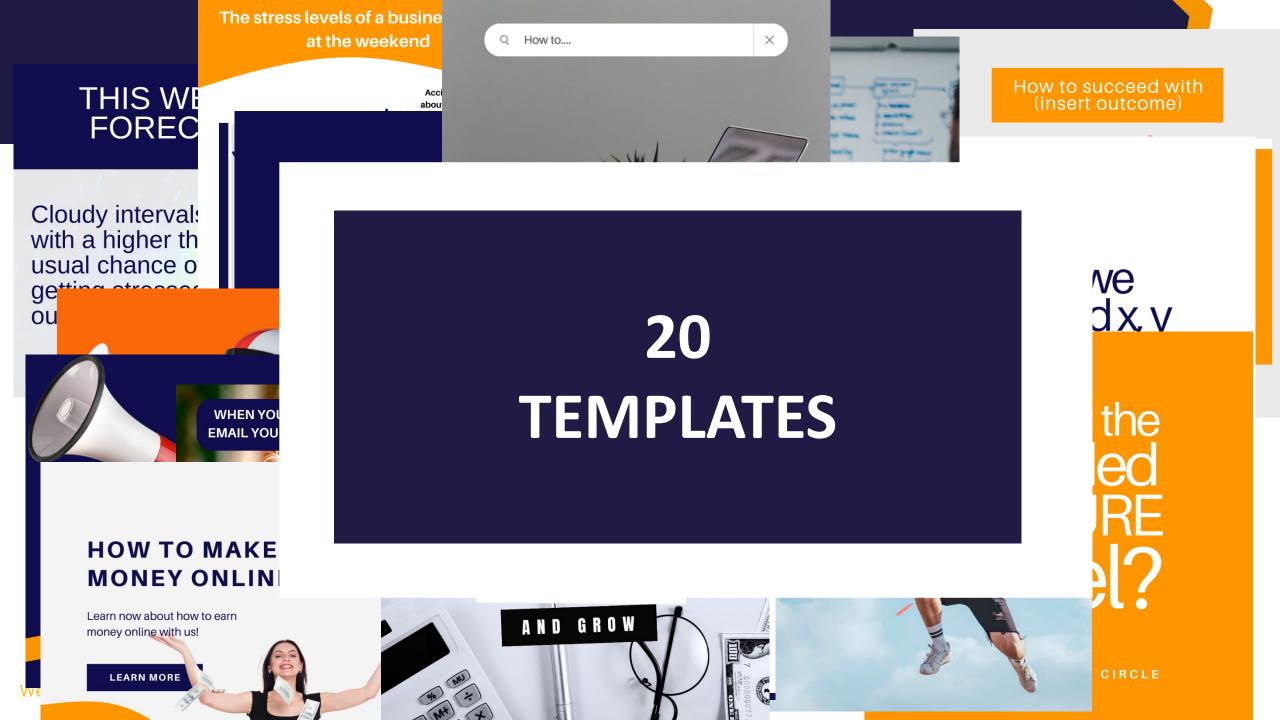








#### A LITTLE GIFT FROM ME!





#### Victoria@allstarmarketingclub.com

#### **VICTORIA'S FINAL THOUGHTS!**

- 1 Social Media is not a choice. It's a necessity.
- If it's not in the diary, it doesn't get done make time for marketing.
- Inaction creates Inaction. The opposite is also true.
- You cannot serve everyone niche down and it'll make a big impact
- Don't forget, 40% of your marketing is outside of Social Media.
- You need to create a scaleable marketing system, where your marketing connects
- 7 INVEST in what will take you further.





### QUESTIONS



# YOUR COMMITMENTS BIGGEST LEARNINGS



### THANK YOU

FOR ATTENDING TODAY'S EVENT.

WE HOPE TO SEE YOU AT ANOTHER PRACTICE PLAN EVENT SOON!

Practice plan
The business of dentistry

Part of the WESLEYAN Group