



# DIGITAL MARKETING

AND YOUR DENTAL PRACTICE



"40% of readers create an opinion from reading one to three reviews"



"The top qualities that customers look for when reading reviews are: reliability (27%), expertise (21%), and professionalism (18%)"



"45% of brand personality is comprised of what a business says and how they say it"



"More reviews will attract more patients to your office"



"60% of reviews believe that it is "very" or "moderately important" for doctors to respond to online reviews"



"77% of patients use online reviews to find a doctor"

## SOCIAL MEDIA TIPS

**1**

Define your practice

**2**

Know Your Audience

**3**

Commit to a social media platform

**4**

Be personal but professional



LUCENT SPOT

