

CallRail



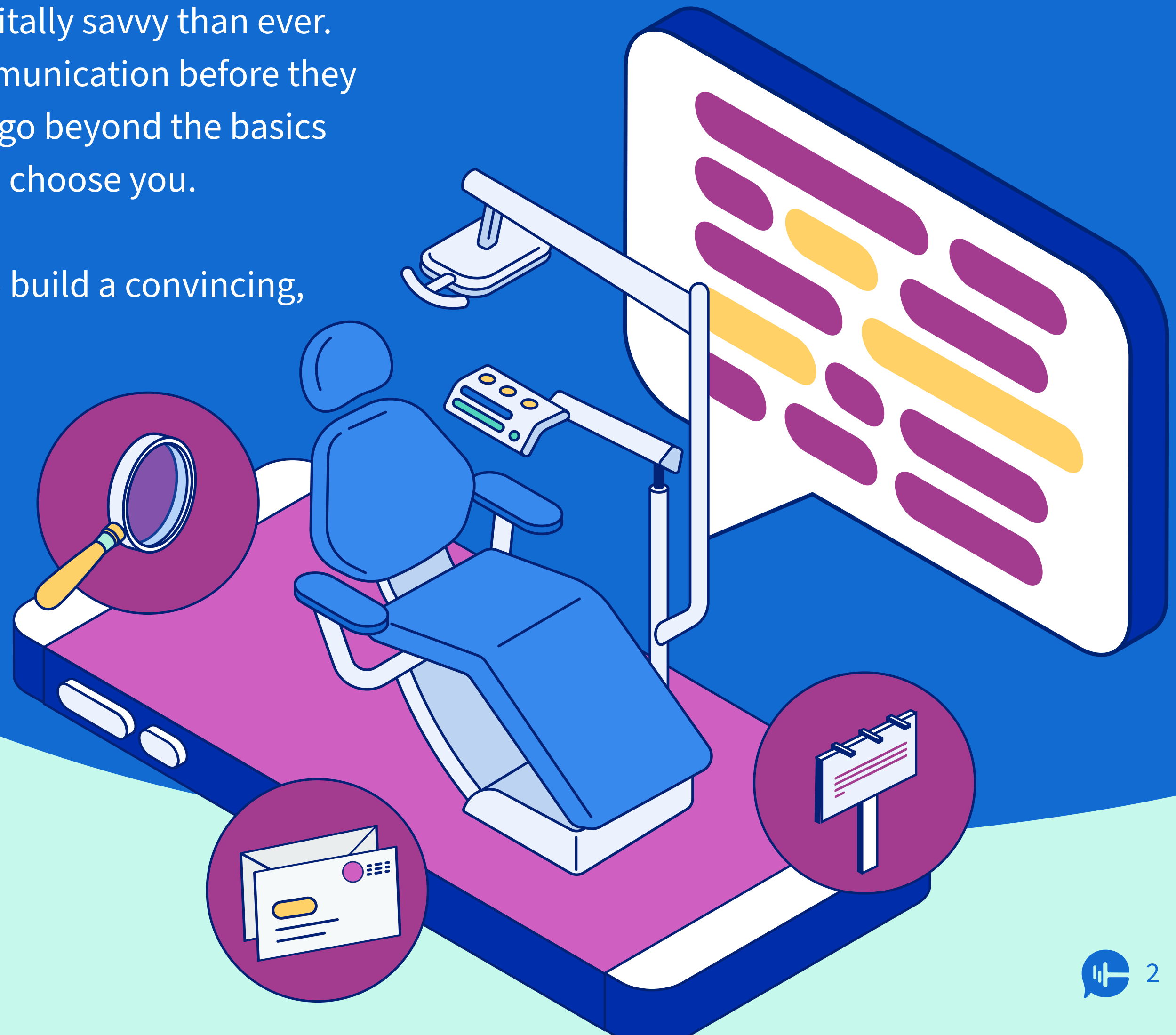
# 4 smart dental marketing strategies

to attract more patients and grow your practice

With more than 200,000 dentists practicing in the U.S., you need more than a nice smile to stand out. Whether you're just starting out or trying to grow an established practice, tossing up a website and running a few online ads won't cut it.

Dental care is a \$137.6 billion industry, and patients today are more digitally savvy than ever. They research providers online, read reviews, and expect seamless communication before they even step into your office. To keep up, your marketing strategy needs to go beyond the basics — showing up where potential patients are and giving them a reason to choose you.

To successfully grow your practice with dental marketing, you'll need to build a convincing, compelling online presence.

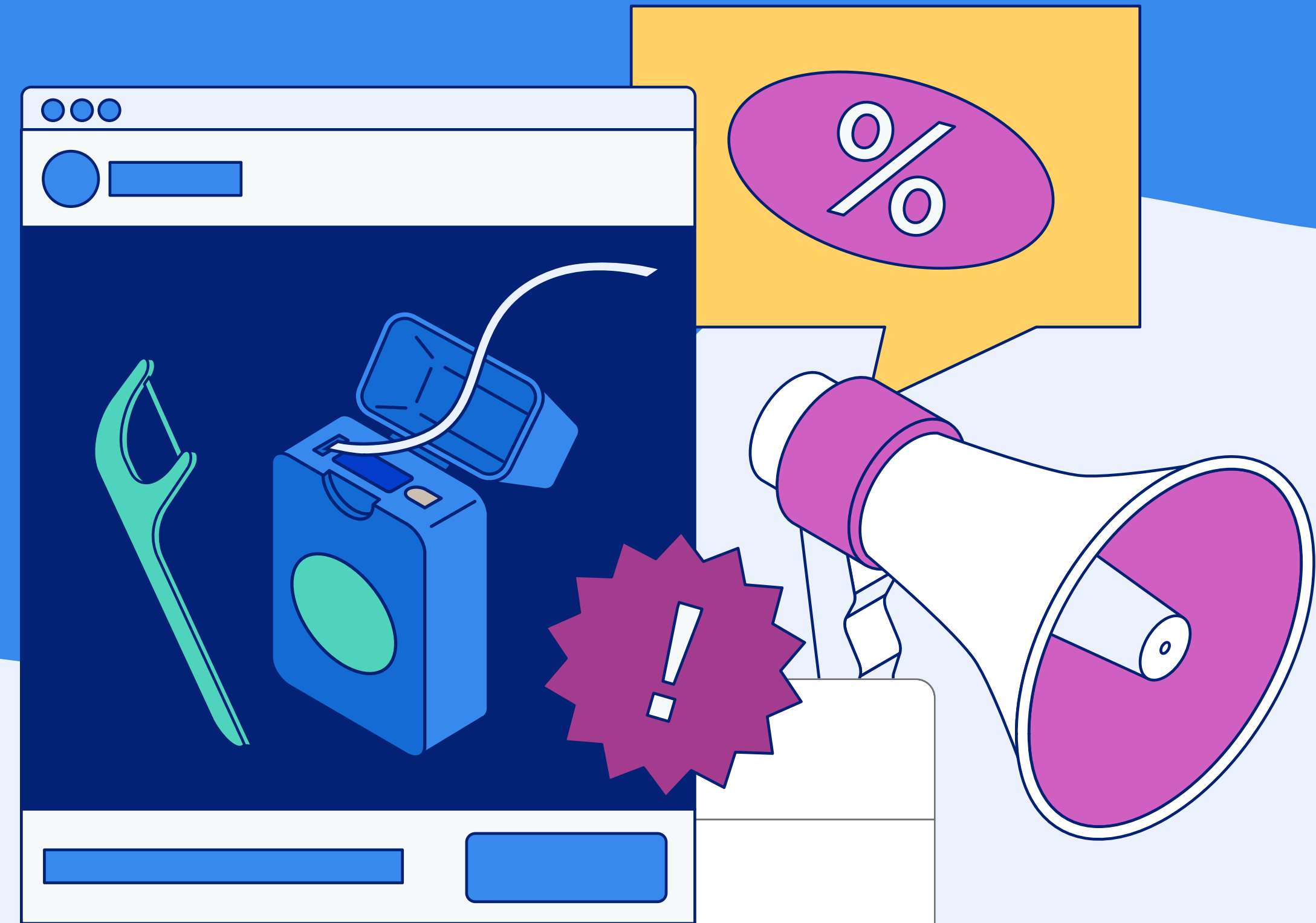


# What is dental marketing?

Dental marketing refers to all business activities a dental practice does to attract potential patients and engage current ones. These activities educate prospects and current patients about the practice as they consider who to work with for their dental needs.

Some examples of dental marketing are:

- An informative video on YouTube about the teeth-cleaning process with braces
- A monthly email newsletter to notify your email list about special deals, new website content, or promotions of new services
- A website page about pediatric dentistry to capture search engine traffic related to that phrase
- A Google ad on the top of a search engine result targeting anyone searching for dental services in your region or city
- A poster or ad placement on a bus stop or billboard in your area



# Why is dental marketing important?

Dental marketing's purpose is for you to keep new patients coming in, prove your credibility through your website and online profiles, and, most of all, grow your revenue. A survey by [PatientPop](#) revealed that 75% of people research dentists online, while 70% of patients stated that a positive reputation online is very or extremely important.



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The internet boom and rise of inbound marketing completely transformed how businesses approach marketing. As online content exploded, it began playing a bigger role in how people make buying decisions. One of the biggest shifts was to the customer journey itself, which was reimagined — from a simple sales funnel to a more complex, research-driven path.

Effective dental marketing meets patients at key moments in their decision-making process — whether they're searching for a provider, comparing reviews, or visiting your website for the first time. It's more nuanced than simply sending a postcard to the neighborhood about your new dental practice.

To meet this demand, here are four ways you can leverage your digital presence to connect with potential patients.



# 1. SEO for dentists

Search engine optimization (SEO) for dentists is a delicate mix of playing to both algorithms (the search engines themselves and people who are searching for dental services) — this requires a balance of technical and experiential components. The proper target keywords form the foundation for a business's SEO strategy.

Keyword research refers to the process of identifying which keywords and phrases your potential patients use in search engines when seeking out dental services. While conducting keyword research is a whole topic on its own, helpful tools to dig into this topic are SEMrush, Ahrefs, and Moz (and several more free tools).

Optimizing your website and content for keywords is essential for search engines — and your future patients — to find you. It provides contextual clues for both search engines and your patients that your site has the answers they're looking for.



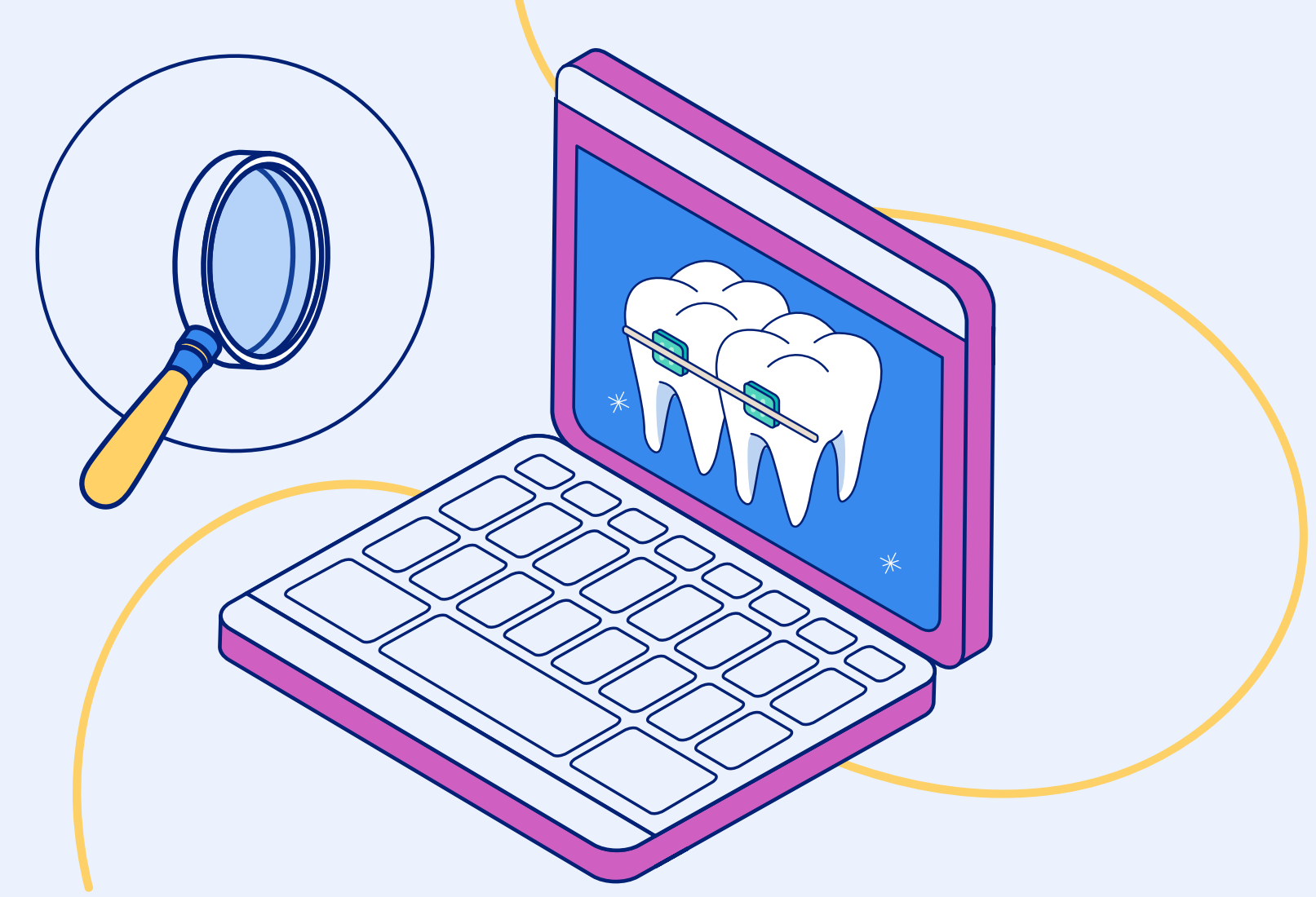
When it comes to patient acquisition, marketing channels are only part of the picture. Before we can talk about which channels are most effective, we have to focus on the marketing message. If the message isn't clear and appealing, it will be hard for any channel to perform well. A strong, clear message is key to making any marketing channel work.”

– Katie Morgan, Business Development at Pain-Free Dental Marketing.

Keywords are applicable for showing up in both the organic and paid components of a search. You don't pay to rank for organic results, but it takes mastery and time to rank high. For paid results (the first two to four spots on a search, usually), it's pay-to-play, which can produce quick results but can be expensive.

There are three types of keywords to focus on for dental SEO:

- **Branded keywords:** These keywords contain your practice's name and dentists in your practice. These are no-brainer types of keywords to target and maintain for your practice.
- **Services keywords:** This type of keyword targets searchers who are seeking a provider for a specific dental service. These include services that can be specific to a practice like Invisalign, emergency dental care, or related locations on a keyword like "pediatric dental emergency near me."
- **Long-tail keywords:** Long-tail keywords are more targeted. The search volume is certainly lower on these keywords, but the idea is that the searcher is buying-ready, and there's less competition. These can be longer phrases like "how do I select a good dentist for my family" or just really specific conditions to a search like "emergency care when dentures break."



Once you've conducted keyword research, you can employ those keywords in one of two ways. You can either integrate them into your website content for organic purposes or bid on those keywords in a paid advertising platform like Google Ads.

We analyzed **1.1 million leads** across seven key industries, taking care to protect privacy through de-identification and aggregation. Our research has revealed which channels drive the most calls from potential customers. When looking at the healthcare sector specifically, Google Ads leads the way, producing **34% of inbound conversations**, but **Organic Search (25%)** and **Google My Business (25%)** also play significant roles. This means a well-rounded approach for maximizing inbound inquiries for dental practices includes paid ads, SEO, a strong search presence, and local search optimization.



**As practice owners, we all want a steady stream of quality new patients that have the insurance we accept and can afford treatment. Having the right marketing attribution system in place allows you to ensure you're only spending your marketing dollars on campaigns that attract those quality patients”**

– Neil Zemba, CEO of Rise DDS

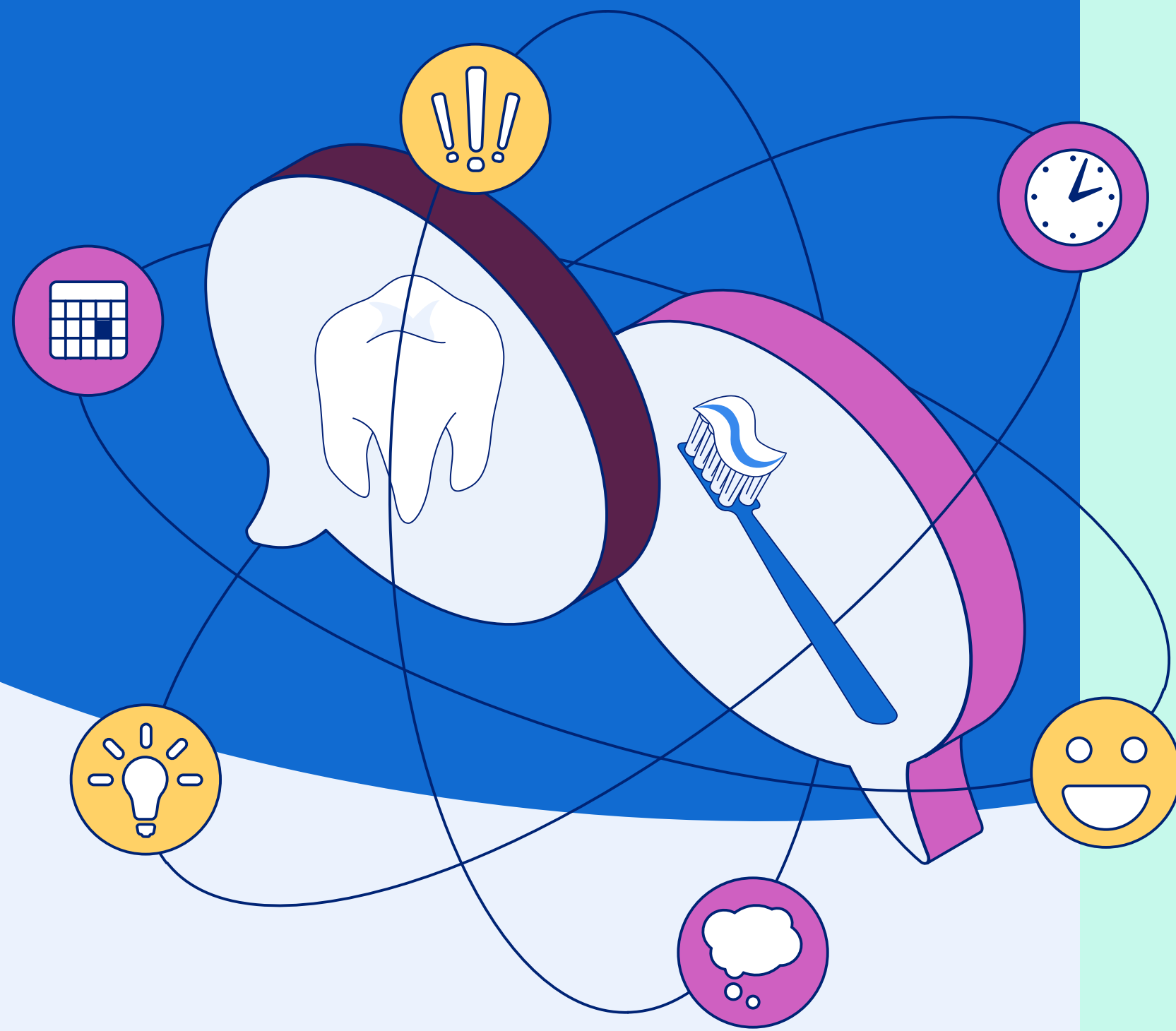
Local SEO is also a piece of the dental SEO puzzle — it's the geographic layer for a search result to turn up the most relevant results for the searcher. For example, the results on a search won't be the same for “dentist near me” in Philadelphia and Honolulu. To optimize for local SEO, you need to geographically place your company in a neighborhood, city, or state on the main platforms: Google My Business, Yelp, and local dental directories.

Collecting reviews on these listings and keeping accurate business contact information maximizes your potential for local SEO benefits. Reviews on these platforms and applicable social media platforms provide credible social proof for searchers that your dental practice is trustworthy, professional, and great at what you do.



## 2. Website and content strategy for dentists

You may not think so today, but your website — and the content on it — is your strongest marketing asset for your practice. These tips will help you build a strong foundation to expand your digital real estate and thereby tee up your dental SEO to be its most powerful.

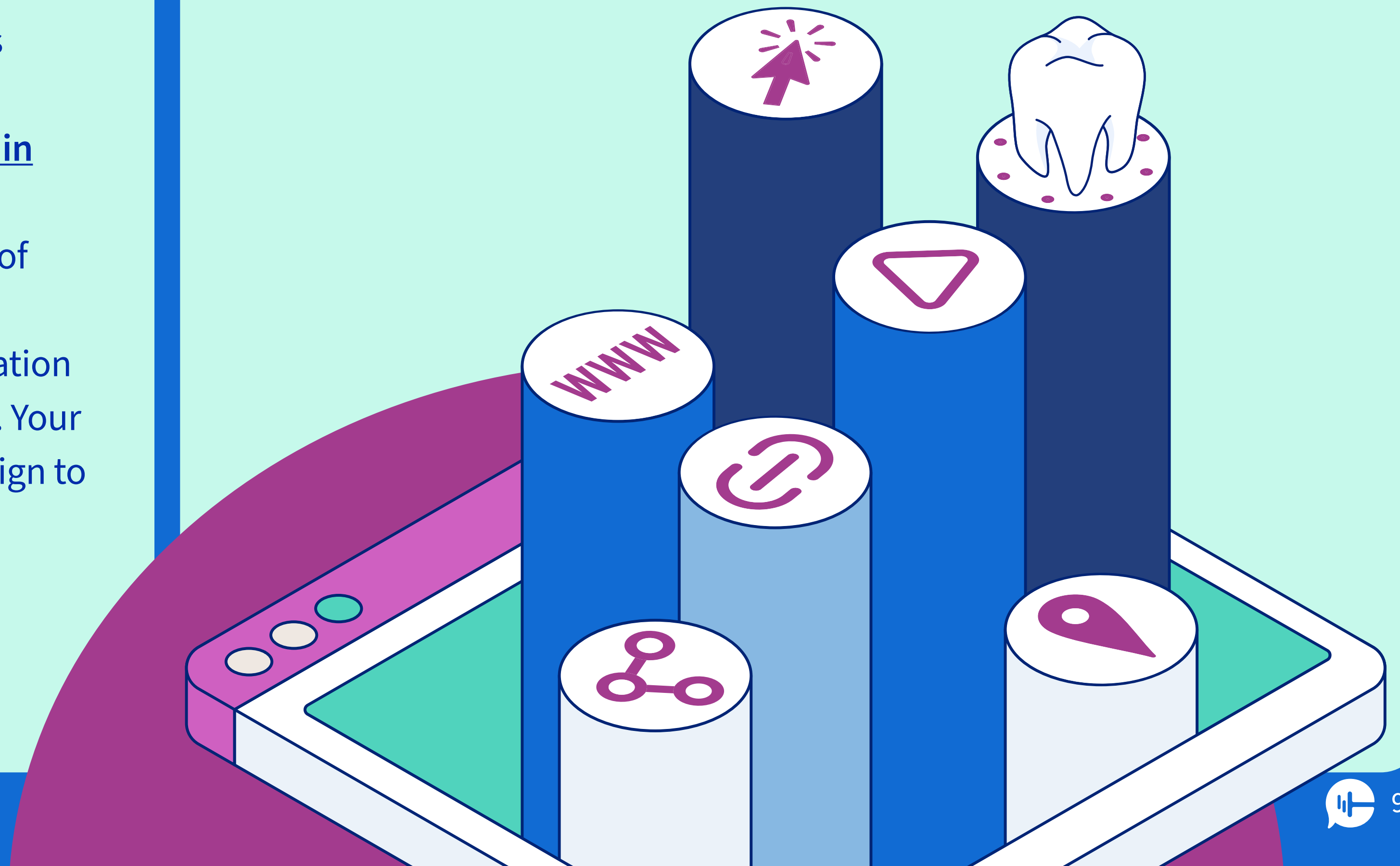


- **Build an archive of content for visitors:** Plan for a minimum of 5 to 15 long-form website pages geared towards inquisitive internet searchers. This is crucial to give search engines, not to mention prospective patients, sufficient context to know what your website is about and to give you a chance to start ranking on search engine results pages (SERPs).
- **Ensure your website has the fundamentals:** Whether you are planning your launch or have already launched, you will want to make sure your website has the pillars of a strong and effective marketing engine. This includes a services/products page outlining your scope of work and product offerings; an “about us” page that introduces patients to your team, your approach to dentistry, and your differentiating factors; a page that answers any pricing and payment questions your patients may have; as well as a handful of informative articles that dive deep into the most frequently asked questions of your prospective and current patients.



- **Regularly publish new content:** To continue feeding the search engines' crawlers, you must publish new content regularly. The format of this new content to feed search engines is less important than having it be consistent. These could be new service pages, informative blog posts, or patient case studies.
- **Take advantage of external links and link building:** Link-building is an SEO process where you attempt to get other websites to link back to yours by ensuring your site provides informative and useful information other sources want to reference. As you do so successfully, it will boost your domain authority and, therefore, your dental website ranking. Conversely, using external links to link to reputable sources of information, like new statistics or studies, to cite where you source your facts will enhance the credibility of your information while increasing your site's overall status for search engines. Your site's connectedness to other credible sources is a positive sign to search engines about your website's quality.

- **Make it easy for visitors to take action:** That's the purpose of a call to action, or CTA — to direct the casual website visitor to take further action on your website. When potential patients visit your site or engage with your content, they should have a clear understanding of how they can take the next steps to connect with you. Perhaps you are directing them to a survey, email newsletter, or even just providing contact information, such as your phone or email, at the conclusion of an article.



### 3. Social media marketing for dentists

Social media is a major opportunity for dentists to alleviate patients' fears, demonstrate expertise in the field, and attract more patients for their practices. It is also a great way to demystify dental care, provide easy to understand answers to common fears and questions, and build trust and transparency with your community.

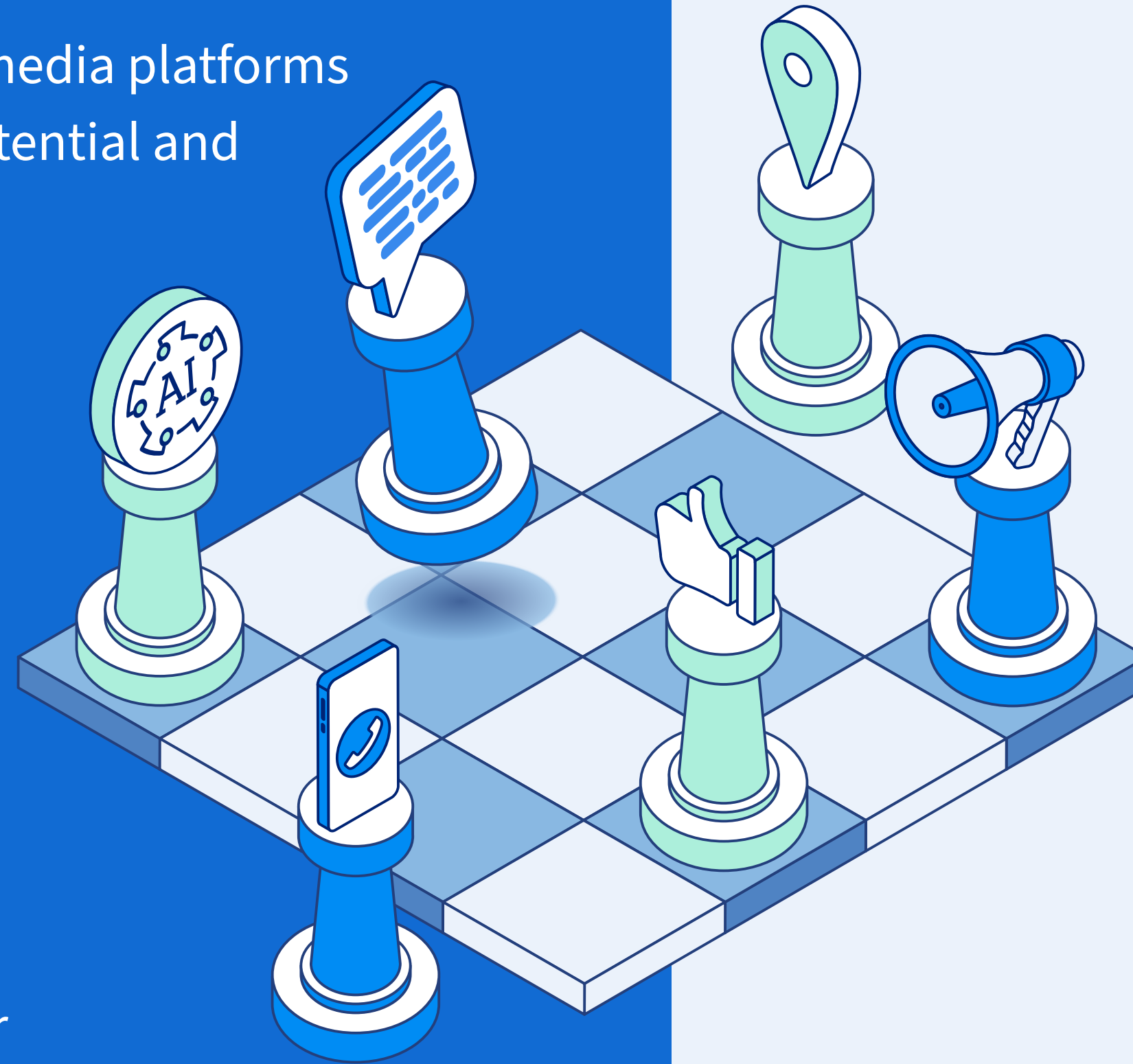
Of course, you should be careful about which social media channels you choose to pursue for marketing purposes. Dentistry has quite a different marketing strategy than, say, a fashion or e-commerce brand, so we're not advocating for your practice to spread itself thin across many platforms needlessly.





Focus on these few tried-and-true social media platforms for the dental industry to connect with potential and current patients.

- **YouTube**: As the **second-most used search engine in the world** (after Google), YouTube is a place to inform and educate in a visual medium. Create videos based on long-tail keyword queries, such as “what is a dental extraction process like?” Another great opportunity here is videos that build trust around your practice, like interviewing different team members or successful case studies with patients.



“Video ads on YouTube are another great option. With fewer people watching cable TV, YouTube has become a top platform to reach potential patients. Running video ads on YouTube is much cheaper than traditional TV ads and helps build brand awareness. Though it’s harder to track direct ROI, these campaigns work well for connecting with patients before they even call the office — through things like doctor interviews or patient testimonials.”

– Katie Morgan, Business Development at Pain-Free Dental Marketing.

- **Instagram**: Like YouTube, Instagram is a very visual platform, but there’s a huge opportunity to inform here as well. **Create posts** that show before-and-after photos of patients who receive significant treatments. With this content, your own Instagram profile can serve as a visual portfolio of your work. Use **Instagram Stories** to give followers a look behind the scenes or to answer frequently asked questions.
- **Facebook**: Beyond just being a social media platform, Facebook is a review and **customer service platform** in its own right. You can also use it as an outlet for testimonials, geographic targeting through Facebook ads, or a way to reach specific neighborhoods in your region. The platform’s users span a wide range of ages, so building a solid Facebook presence (perhaps even leveraging Facebook Messages) can help you reach many different kinds of patients.

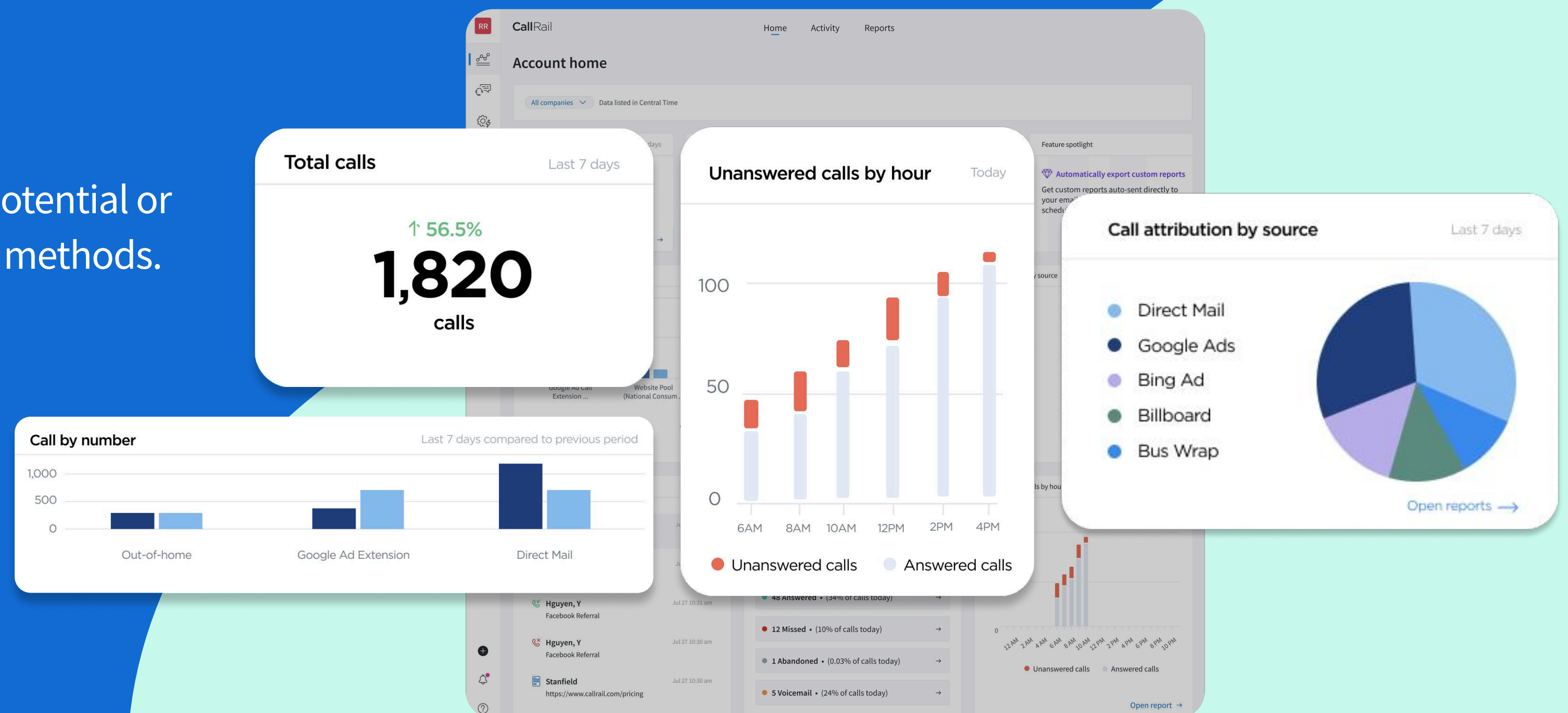
Learn more: **How to win patients with dental social media marketing.**

## 4. Call tracking for dentists

According to the [Dental Organization for Conscious Sedation \(DOCS\) Education](#), the main reasons people switch dentists are lack of phone etiquette and difficulty developing a relationship. In a survey of our healthcare customers, done in advance of our [2025 Healthcare Marketing Outlook eBook](#) we found new patients overwhelmingly prefer a phone call to be their first point of contact with a new healthcare provider.

With phone availability and etiquette cited as the number one reason customers switch dentists, consider whether it's an area of your practice that needs improvement. Using a friendly, professional demeanor on the phone helps your practice retain existing clients and build trust in new patients.

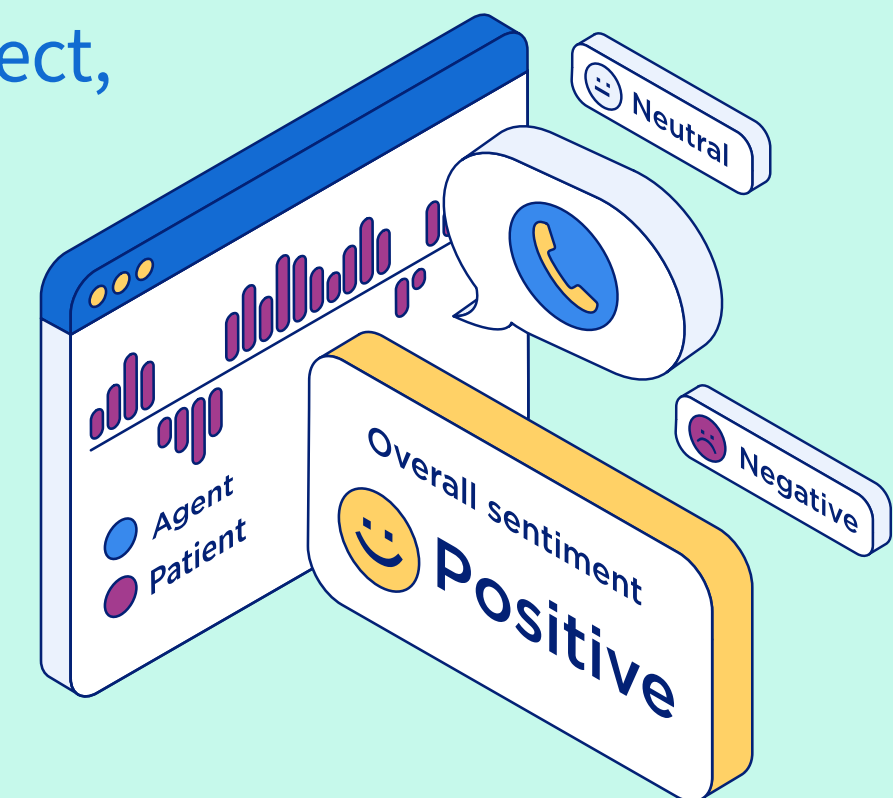
Call tracking is crucial to creating the ideal customer experience — before, during, and after a call with a potential or current patient acquired through inbound marketing methods.





- **Call tracking** gives you valuable context before answering the phone, helping you anticipate a caller's needs and deliver better, faster service. By capturing key touchpoints along the buyer's journey, it reveals which channels, campaigns, and keywords are driving the most calls—so you can optimize your team's time and make smarter, data-backed decisions about your marketing spend.
- **Self-reported attribution** gives you direct insight into how customers say they found you, capturing valuable details in their own words at the moment they convert. This added context helps you validate and enhance your marketing data, uncovering patterns that traditional tracking might miss. Over time, it empowers your team to refine messaging, optimize campaigns, and invest more confidently in the channels that truly resonate with your audience.
- **Call reporting** surfaces insights and trends. Call tracking reports indicate frequent call times, when missed calls happen most often, and other key data points. Knowing this information, you can make hiring decisions more easily and get the coverage you need to prevent missed calls.

- **Ongoing monitoring of recorded calls** will ensure improvement. Listening to hours of recorded calls just isn't efficient, which is why CallRail puts AI to work with Conversation Intelligence®. With automatic transcription and AI to analyze call quality, our technology identifies issue areas like negative keywords commonly paired with an insurance provider's name or billing, for example. With this knowledge, you can systematically correct issues that repeatedly arise with more precision, improving your patients' experiences
- **Automatically qualify your calls.** To direct urgent attention to patients, such as emergency patients, use automation rules paired with Call Tracking. Automatically qualify your calls by sending patients through a call tree menu. From the menu options patients select, you'll be able to route the call accordingly. Based on insights from this process, you can identify trends around predefined keywords and optimize marketing content as a result. Feedback from real calls with patients can then directly inform your practice's upcoming blog posts or ads.



# 200% - 400%

Return on Investment

## 20%

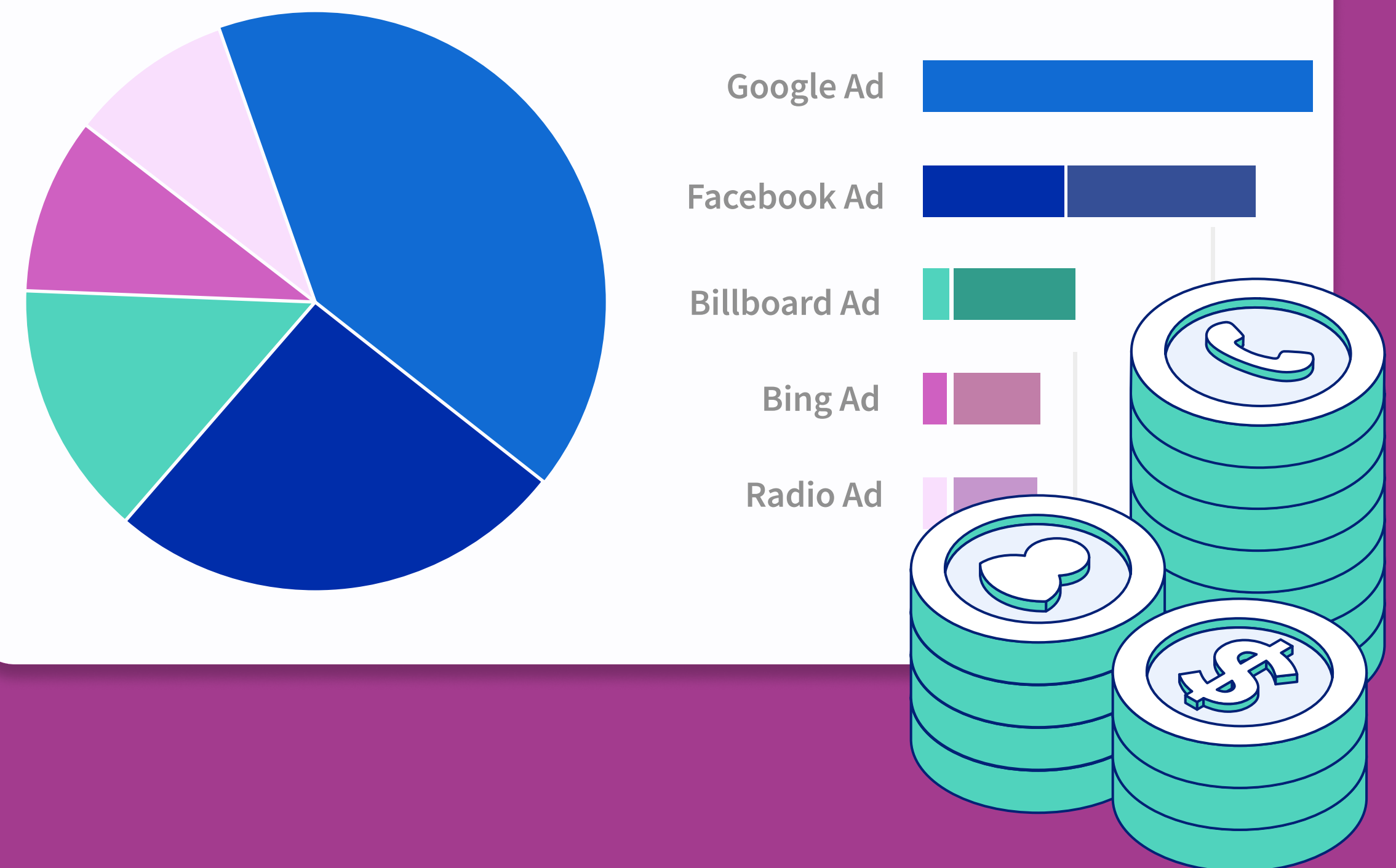
reduction in  
cost-per-lead

## 60%

savings in time

A recent independent study conducted by Hobson & Company found that **CallRail customers typically saw a 200%-400% ROI after implementing call tracking as part of their regular marketing efforts.** Those figures emerged from an approximate **20% reduction in cost-per-lead** to a **60% savings in time** spent analyzing calls.

Form by Marketing Source



# Manage leads with confidence to supercharge your dental marketing efforts.

Given all you've learned, it might feel overwhelming to think about positioning your practice online in an authoritative, competitive way. Plus, you don't have tons of free time at work in between treating patients, so you might be wondering if you even have the space to fit in these marketing tactics

AI-powered tools can help with this problem. With smart, easy to use solutions tailor-made to tackle the busy work of marketing research and administration, freeing up your time to focus on providing quality patient care. For example, AI tools can help you save time reviewing phone calls by tracking and organizing them based on keywords. That way, you can spend more time focusing on calls that contribute to your patient acceptance funnel and less time chasing down low-quality leads.



**Having the proper marketing attribution tools makes all the difference when it comes to understanding the effectiveness of your marketing. If you're driving a car, you want to be able to see as far out in front of you as possible to best navigate the terrain.”**

–Neil Zemba, CEO of Rise DDS



To get started, consider a platform like CallRail to confidently track calls, form fills, and keep track of each contact and its history. Call Tracking helps you identify the marketing campaign or lead source that brought a lead to you. Form Tracking then links your call tracking data to your leads' interactions with your practice online.

**Premium Conversation Intelligence™** allows for systematic learning from your calls through AI to improve the customer experience, while **Convert Assist** will enhance this learning with detailed action plans for what you need to do after a call as well as providing automated follow-up emails and texts based on the conversation. It even provides ongoing coaching to help your team continuously improve their ability to convert patients over time.

Finally, you can always ensure you have the ability to respond to leads instantly with business text messaging. The tool gives your team the ability to track and engage with your highest-quality text leads, while also allowing for auto-responses when you are not available. This ensures a seamless and integrated experience for your customers regardless of how they best prefer to communicate.

**Try out CallRail free for 14 days to see for yourself.**

Among these features, you can ensure you'll never miss out on following up with a potential patient when they're seeking dental care. CallRail can help make your marketing work for you, not the other way around.



**CallRail**