

Internet Dental Marketing: Truth #7 – New Dental Patients Fast!

Internet dental marketing can help dentists survive hard times. Dental consultant Jim Du Molin discussed dentist websites and find-a-dentist portals.

(FPRC) -- To help dentists keep their practices financially healthy, dental marketing expert Jim Du Molin has introduced a series of no-charge video tutorials entitled "The Nine Truths of Internet Dental Marketing." Truth #7, "Internet Dental Marketing: New Dental Patients Fast," is now available online.

The seventh segment of the series shows dentists how to close the Internet directory circle by building online doctor profiles that convert the maximum number of consumers to actual new patient appointments. Designing an online dental profile that will attract the maximum results is critical to any Internet dental marketing campaign.

Practices can double their Internet marketing results by building a dental directory search profile. There are literally hundreds of dental directories on the Internet. Unfortunately, only a few of them actually generate valid, qualified new patients. By choosing the right service, dentists can reach a massive market of potential patients. For example, 1stDDS.com maintains 15 Internet dental information website centers; member doctors share up to 25,000 requests for a doctor each month.

"If you want to be sure to close the appointment request, make a new patient offer," advises Du Molin. "It doesn't need to be much, just a token savings for a first-time new patient." If offering a small discount leads to a larger total profit, then it's a good investment.

A doctor or dental practice profile should contain all relevant information, including where the practice is located and what services are offered. The best profiles will contain even more details. Dentists can consider adding a photo, credentials, driving directions, and payment options.

The next segment of the 9 Truths series will be released shortly. Entitled "Dental Marketing for Fast Profits & Major ROI Results," Truth 8 explores how internet dental directory listings can increase a dental practice's visibility and profitability.

To receive the complete series, visit <http://www.internetdentalalliance.com/9Truths.htm> to register at no cost. Internet Dental Alliance members also receive access to additional information on dental website development.

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Jim Du Molin is founder of dental marketing resource The Wealthy Dentist. He understands dental practice management from his work as a dental consultant, and now devotes himself full-time to Internet dental website marketing.

<http://www.internetdentalalliance.com/9Truths.htm>

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