

Channel ProGuide



pro tips
from
the
for
GOAT
social
media, **seo**
web,
direct **mail,**
google **ads,**
reviews,
& much more...

Primary Goal: Engagement, education, brand personality

SOCIAL MEDIA IS A
POWERFUL TOOL FOR
BUILDING TRUST,
INCREASING BRAND
AWARENESS, AND
DRIVING PATIENT
ENGAGEMENT—
ESPECIALLY WHEN
TAILORED TO THE
LIFESTYLE PERSONAS
DERIVED FROM YOUR
SOCIOMETRIC DATA.

Target Personas

Young parents, high-income families,
professionals

Post Weekly

Two to three posts

Create Reels

For procedures and target treatments

Boost Posts

Seasonally such as Back 2 School promotions,
insurance use-it-or-lose-it windows, or for other
campaigns you wish to drive increased
awareness towards

Target ZIP codes

Using demographic overlay from your
sociometric lifestyle clusters report



SOCIAL MEDIA PRO TIPS

Align with Your Patient Personas

Analyze persona demographics (e.g., age, income, lifestyle) to choose the right marketing platforms. Facebook and Instagram work best for suburban families and working professionals; TikTok can engage Gen Z.

Example:

In a high-family concentrated ZIP code you can post weekly on Facebook about children's dental tips for care at home, back-to-school hygiene, and mix in mom-focused promotions.

Content Mix Strategy 70/20/10:

- 1- 70% **educate/inspire** (oral health tips, FAQ videos, info)
- 2- 20% **sharing recommendations**(don't have to be yours)
- 3- 10% **community/team content** (birthdays, office)

Example:

A suburban area practice shares a video series called "**Tooth Tip Tuesday**" and mixes in seasonal orthodontic care recommendations and behind-the-scenes birthday shoutouts

Geo-targeting Hashtags & Events:

Create location-specific hashtags, post pics from your event on those hashtags, tag local businesses, and share local event posts. Set event alerts using Socials or Eventbrite.

Example:

A dentist sponsors a local 5K and posts "**Smile Strong at the Sage Run!**" 🏃‍♀️ #SageMtnSmiles #5KFunRun" while tagging local businesses present.

Consistent Posting Schedule Weekly:

Use tools like Later or Canva or Buffer to schedule 2–5 posts/week. Create a monthly calendar tied to awareness months and community events.

Example:

March = National Nutrition Month. Create posts connecting healthy foods to dental health, especially for personas with wellness-focused habits.

Prompt Responses within 2 hours:

Set up notifications and assign a team member to respond to social media comments/messages within 2 hours to get optimal engagement. Prompt responses show you care.

Example:

Person asks about whitening on Instagram. A quick response like, "**Yes! Click link to book a free whitening consultation!**" increases bookings and trust.



Primary Goal: Immediate appointments & service targeting

PAID ADVERTISING,
INCLUDING GOOGLE ADS,
FACEBOOK OR INSTAGRAM
ADS, AND YOUTUBE
PRE-ROLL, CAN PROVIDE
IMMEDIATE VISIBILITY
AND HIGH-CONVERSION
RESULTS WHEN TIGHTLY
ALIGNED WITH PATIENT
PERSONAS, SERVICE
PRIORITIES, AND A
GEO-TARGETED DELIVERY.

Target Personas

Value shoppers, Professionals,
Emergency patients

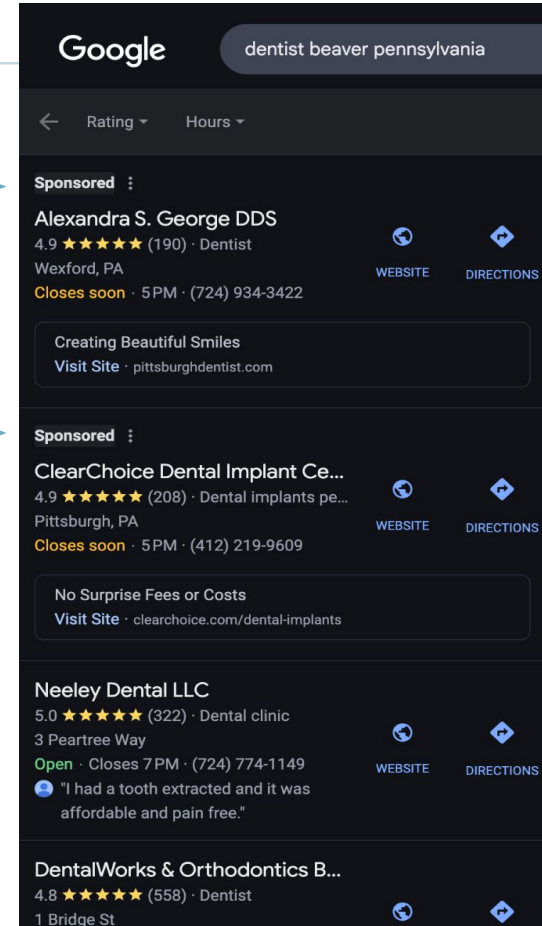
Core Campaigns

"Dentist Near Me"
"Family Dentist Dallas, TX"
"Teeth Whitening Denver"

Budget Tips

Use higher daily budgets during urgent seasons
- back to school, benefit expiration (end of year)

Specialties such as Dental Implants or Clear
Aligners are much more competitive and
generally have a higher cost per lead than a
new hygiene patient. Consider targeting more
general new patients with internal systems to
diagnose and convert them instead of
competing for them directly online.



PAID ADS PRO TIPS

Persona-Aligned Ad Targeting

Use lifestyle data (age, interests, income, home location) to build targeted audiences. Match service types to persona interests—teeth whitening for image-conscious young adults, implants for affluent older adults.

Example:

A cosmetic-focused campaign targets 30–50yr old females in ZIPs with \$500K+ home values, showing ads for veneers and smile makeovers.

High-Converting Landing Pages

Send clicks to service-specific, conversion-optimized pages with clear CTAs, testimonials, and before/after photos. Avoid sending traffic to the homepage.

Example:

Clicking an ad for “\$99 Whitening in Miami” leads to a mobile-friendly landing page with info about the dentist, a short form, countdown timer, and testimonials from local patients.

Geo-Fencing & Radius Targeting

Use location targeting to show ads within specific ZIP codes or a radius from the practice. Exclude low-response zones or competitor-heavy areas.

Example:

A pediatric dental ad targets parents within 2 miles of an elementary school, Monday–Friday, 7 a.m. – 3 p.m. Only run the ads during pickup and drop-off times if you are on a limited budget.

Budget Optimization & A/B Testing

Allocate budgets based on high-performing ad sets. Run A/B tests on different headlines, imagery options, ad copy, and CTA language. Allow ample time for data collection to make educated decisions.

Example:

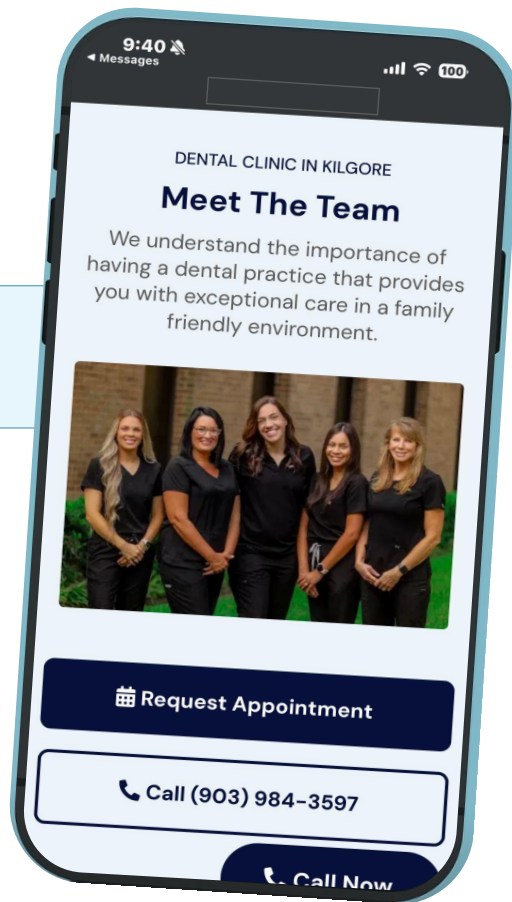
Run two Google Ads—“Gentle Family Dentistry Near You” and another with “Free Kids’ Exam with paying adult” and track which earns more form fills per ZIP code.

Monitor Performance & Retargeting

Review weekly reports on impressions, click-through rates (CTR), cost-per-click (CPC), cost-per-lead (CPL) and conversions. Use retargeting ads for visitors who didn’t book.

Example:

A visitor clicks but doesn’t schedule initially. Retarget with follow-up Facebook ads the next week offering an incentive like “New Patients receive a free electric toothbrush when scheduled prior to X date.”



Primary Goal: Hyper-local saturation & brand reinforcement

DIRECT MAIL REMAINS A
HIGH ROI CHANNEL FOR
DENTAL PRACTICES,
ESPECIALLY WHEN
USED WITH YOUR
SOCIOMETRIC TARGETING
DATA. PHYSICAL MAIL IS
PROACTIVE, FEELS
PERSONAL AND DRIVES
ACTION WHEN PROPERLY
CUSTOMIZED TO PATIENT
PERSONAS.

Target Personas

Aging boomers, new movers,
middle-income families

New Movers Monthly

trigger mailers targeting ZIPs with
new homeowners or acquire a new mover
mailing list for those who moved in within the
past 4-12 weeks.

Design Should Include

A catchy headline and impactful
main image, bundle family offers,
feature team faces, before/after
pictures, testimonials, map

Utilize QR codes

For convenient appointment
booking requests and data collection for
optimal results tracking



DIRECT MAIL PRO TIPS

Persona-Based Targeting

Patient data (ZIP+4, home value, income, family comp) to define mailing routes and audience segments. Work with mailing partners or software to filter by persona clusters.

Example:

A high-income person receives postcards highlighting veneers with a luxury aesthetic. OR young families get pediatric cleanings & free exam offers.

Mail Type & Timing Strategy

Send monthly / quarterly campaigns with distinct goals:

- 1- New movers (within 4-12 weeks of arrival).
- 2- Reactivation (6+ months since last visit).
- 3- Seasonal promotions (school year, holidays).

Example:

In August, send “Back-to-School Smiles” postcards offering \$59-\$99 cleanings and a FREE Spin brush for kids. AND Free Whitening for Mom & Dad. If a heavy insurance-based practice, use education and value-driven services to differentiate your practice.

Design for Impact & Conversion

Use clean visuals, bold, memorable headlines, and clear compelling offers. Include QR codes or tracking URLs. Copy is friendly but urgent. Testimonials for social proof.

Example:

A postcard shows a smiling child with the message, “Is Your Smile Ready for School?” and a QR code that links to a booking form tagged by campaign.

Personalize w Variable Data Printing

Use software or printing partners to include names, neighborhood references, or relevant service types per segment.

Example:

Mailers say “Hey Jordan from Stone Creek—your Cobblestone Neighborhood smile expertss here!” increasing open and response rates.

Performance Tracking & Optimization

Track response with unique phone numbers, QR codes, or URLs. Compare response by area or persona. Test offers to see what moves your target audience to act.

Example:

A practice finds its whitening campaign did better in older, higher-income ZIPs. It re-allocates the next campaign to double down on that group.



Primary Goal: Patient reactivation, reminders, promotions

EMAIL AND SMS/TEXT
CAMPAIGNS OFFER
DIRECT, HIGH TOUCH
COMMUNICATION WITH
PATIENTS. WHEN
SEGMENTED AND TIMED
PROPERLY, THEY CAN
REALLY IMPROVE
RETENTION,
REACTIVATION, AND
APPOINTMENT RATES.
TEXTING PATIENTS FOR
REVIEWS CAN QUICKLY
INCREASE VALUABLE
GOOGLE REVIEW
RATINGS.

Target Personas

All existing patients, Lapsed families, Patients with pending treatment plans

Email Newsletters Monthly

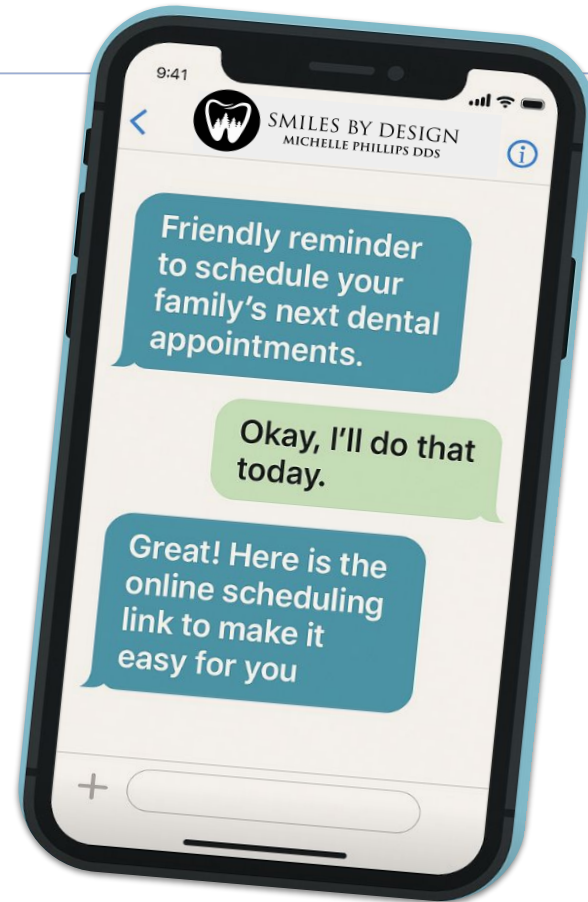
Highlight blog posts, events, promotions

SMS reminders (text)

Unfinished treatment reminders with educational focus. Consider sending links to articles that specifically communicate the purpose and value of recommended treatment plans aligned with your patients' needs. **"Hi John! Dr Smith shared this article in our team meeting today and I immediately thought of you. Let me know if this is helpful or if you have any questions. Make it a great day!"** Notice how this example does not invite them to schedule anything!

Request google reviews

Via SMS the same evening of their visit,
ews in social content



PATIENT MESSAGING PRO TIPS

Segment by Persona / Patient Journey

Group patients based on age, visit frequency, household income, and treatment interest. Tailor campaigns accordingly.

Example:

Send hygiene reminder texts to working moms in the mid-morning when they're most likely to check messages. Email young adults about cosmetic services after 5 p.m.

Clear, Action-Driven Messaging

Use short, friendly language. Emails should have a clear subject line and CTA. Texts should be 160 characters or fewer.

Example:

Email subject: "Ready 4 a Brighter Smile, Amanda?"
CTA: "Click to schedule your \$79 Whitening" Text: "Hi Amanda! Time for your dental cleaning 😊 Book here: [link]"

Automation & Timing Strategy

Set up workflows for appointment reminders, review requests, birthday greetings, and reactivation notices. Use email tools (e.g., PMS, NexHealth, Mailchimp).

Example:

A patient receives a text the day before their appointment, and another text the evening of their visit asking for a Google review.

Review Generation Integration

Set up an automated system to request reviews after positive visits. Link to Google, Facebook, or Healthgrades.

Example:

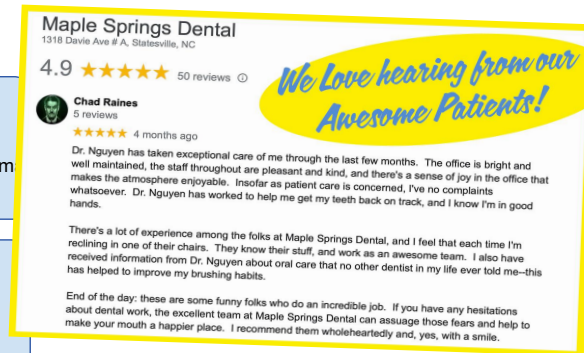
After a first cleaning, the patient gets a message: "Thank you for choosing Big Sky Smiles! Could you share your feedback on Google? 😊 [link]"

Performance Review & Testing

Track open rates, click-through rates, and response rates. A/B test subject lines, send times, and CTA formats.

Example:

Test "Smile Brighter Today" vs. "Time for Your Spring Checkup" and analyze which drives more bookings by specific persona type.



Hey Jenn! We had a Hygiene spot open up today at 4pm. Does that time work better for you?

Yes!!! That is perfect for me! Thanks so much for reaching out, See you at 4!



Primary Goal: High impact message with minimal content

THE PRIMARY OBJECTIVE OF BILLBOARD MARKETING IS TO INCREASE BRAND AWARENESS AND VISIBILITY BY REACHING A WIDE AUDIENCE. BILLBOARDS ARE DESIGNED TO CATCH THE ATTENTION OF PASSERSBY, CONVEYING A MESSAGE QUICKLY AND EFFECTIVELY.

Target Personas

Aging boomers, new movers,
middle-income families

Location Location Location

Choose a billboard near your location,
in high-traffic area for maximum visibility

Impactful, memorable

A creative mix of headline, main image
and call to action is your key to succeed

Tracking number or QR code

For convenient tracking of appointment
booking requests



KEEP IT SIMPLE AND FUN... YOU WANT PEOPLE SMILING AND TALKING ABOUT YOUR BILLBOARD

BILLBOARDS/SIGNAGE PRO TIPS

Stand Out

Find a creative, out of the box way to quickly tell your story. You only have 2-3 seconds to catch their attention.

Example:

A braces promotion has an actual gap in the middle of the billboard ... so it reads BRA CES. Below is your logo and number



Keep It Simple and Readable

Limit text to 6-8 words. Use large, high-contrast fonts that are easy to read at 60+ mph

Example:

Visual of a large smile (left half the teeth are dull and yellow, right half are bright white)
Headline: "Choose the Bright!" QR code below the right side of the smile next to your practice logo.

Lean Into the Emotional Trust Factor

Highlight emotional safety, gentle care, and attention to detail—qualities often associated (and culturally reinforced) with female caregivers.

Example:

"Gentle, Compassionate Dentistry by Dr. Prince"
Friendly headshot of Dr. Prince with a real patient (preferably a mother with a child or an anxious adult)

Own it

Use "Only female dentist in town" as a bold but simple point of difference. This taps into both social proof and exclusivity—two key marketing drivers.

Example:

Headline: "Meridian's Only Female Dentist" Subhead (smaller): "Welcoming new patients – all ages"
Visual: Dr. Michelle in scrubs smiling confidently.

Target Moms

Women make the majority of healthcare decisions, including choosing the family dentist. Speak directly to that audience. As a Mom, you will resonate with them.

Example:

Headline: "Chosen by Moms, Trusted by Families"
Visual: Dr. Michelle with a smiling Mother and her child.
CTA: "Come meet Dr. Prince" - QR Code / number



FOCUS MESSAGING ON YOUR
STREET/WINDOW SIGNAGE,
BANNERS, AND POSTERS TO
SPEAK DIRECTLY TO MOMS.



Primary Goal: Boost credibility, top local search results

YOUR DENTAL WEBSITE
IS YOUR DIGITAL
FRONT DOOR. SO KEEP
IT CURRENT, CREATIVE,
MOBILE-FRIENDLY,
OPTIMIZED FOR
SEARCH, AND ALIGNED
WITH YOUR PATIENT
PERSONAS! THIS
ENSURES YOU WILL
ATTRACT AND CONVERT
MORE OF THE RIGHT
KIND OF NEW
PATIENTS.

Target Personas

Organic searchers across all segments

Write blog post monthly

Targeting high-intent keywords: "Best family dentist in Midway, UT"

Add embedded scheduling

Utilize service like NexHealth or LocalMeds

Track online engagement

Via Google Analytics + heatmaps

Gotta Optimize Your GBP!
GOAT SAYS YOUR FIRST MARKETING
INVESTMENT SHOULD BE PAYING EXPERTS
TO CORRECTLY OPTIMIZE YOUR GOOGLE
BUSINESS PROFILE. WHEN DONE RIGHT, IT'S THE
1st STEP TO DOMINATING LOCAL SEARCH.



WEB / SEO PRO TIPS

Mobile-Optimized & Fast Loading

Use responsive design and test with tools like Google PageSpeed Insights. Ensure forms, click-to-call, and menus work well on phones.

Example:

A potential patient searches “**Dentist near me**” on Google and lands on a site that loads in under 2 seconds and features a “**Call Now**” button—this greatly increases success.

Monthly SEO Blog Posts & Updates

Publish 1–2 blog posts per month tied to seasonal topics, specialty services or persona-relevant questions (e.g., “Top 5 Dental Tips Before School Starts”, “What Is the Recovery Time for Dental Implants?”, etc.)

Example:

A family-focused office posts a blog in August called “**Protect Your Child’s Smile This School Year,**” targeting common search terms used by parents.

Persona-Tailored Home Page

Create a strong home page and service pages with educational content, imagery, and messaging that will resonate with specific persona Groups from your SocioMetric Report.

Example:

Over 80% of web visitors enter through your homepage. Make sure yours highlights services and personas you are aiming to attract. This may require a photoshoot annually to replace stock images

On-Page SEO Enhancements

Use relevant keywords in titles, meta descriptions, H1 headers, and ALT text. Include schema markup for specific dental procedures you want to target most.

Example:

The Teeth Whitening page includes keywords like “**Affordable teeth whitening in [City]**” and ranks in the top 3 for local search.

Local SEO & Google Business Profile

Be sure to keep hours, address, and contact details updated on Google. Add new photos monthly and respond to reviews by the following day, using the appropriate SEO keywords and phrases.

Example:

A patient searching for “**Emergency dentist near me**” finds your listing, sees recent photos, and reads a 5-star review from last week—leading to a call.

Pro-Tip

REPLACE ALL STOCK IMAGES ON YOUR WEBSITE WITH CUSTOM AND PROFESSIONAL PHOTOS from an annual photo and film shoot with your best team members, patients and their families. TAKE PICS AND VIDEOS PORTRAYING THE SERVICES AND PROCEDURES YOU PROVIDE AND MENTION THEM ON THE WEBSITE. Your service pages and patient persona can help you build your “Shoot Sheet” for the photographer.

This will HELP ENSURE YOUR WEB PAGE VISITORS KNOW YOU ARE A PRIVATE PRACTICE and not another “Corporate Chain.”



INTERNAL MARKETING PRO TIPS

Chairside Scripting

Train hygienists to naturally introduce elective services during cleanings. Use simple, non-salesy language. Train doctors to clearly explain and educate the patient on issues and treatment for higher acceptance rates.

Example:

Hygienist says, “**You’ve done a great job keeping your teeth healthy, have you ever considered whitening?**”
Doctor says, “**You’ve done a great job keeping up with your oral health. There are a few things I’m noticing that we should keep an eye on. Let me show you what’s going on and what we can do to prevent it from becoming a bigger problem.**”

In-Office Visuals & Messaging

Display posters, digital signage, and flyers promoting services, referral programs, and seasonal specials. Align messaging with persona interests.

Example:

A poster in the operator says, “**Missing Teeth? Tired of dentures?**” with visuals of full-arch cases, while a front desk flyer promotes the referral program offering discount services, free whitening, or gift cards.

Referral Brochure & Incentive

Create a small trifold referral passalong brochure that highlights the best things about your practice—pics of the practice and the team, listed services, and has a big offer. Reward patients who use these to refer their friends. Include a list of your favorite local businesses to share.

Example:

A mom refers two friends by giving them your passalong referral brochure: she receives a \$25 coffee gift card for the referral and she shares it on her Instagram Story—resulting in even more referrals.

Patient Appreciation Campaigns

Send handwritten thank-you notes, birthday cards, host appreciation days, and spotlight loyal patients (with permission) on social media.

Example:

A long-time patient is featured on your page’s “**Patient of the Month.**” She shares it, and books her family cleanings.

Case Acceptance Tools & Financing

Provide visuals (before/after books, tablet slideshows), simple financing options, and follow-up emails for large cases. Go above and beyond to make patients feel good about investing in their smile with you.

Example:

A patient unsure about implants is shown a visual comparison on an iPad and offered CareCredit—he schedules on the spot.



COMMUNITY OUTREACH PRO TIPS

Sponsor Local Events & Schools

Identify events, teams, and schools aligned with your patient personas (e.g., youth soccer, high school bands, charity 5Ks). Offer sponsorships with your logo on signs, t-shirts, or flyers and provide branded giveaways.

Example:

Sponsor the local elementary school's Fall Festival. Set up a booth with prize wheel, branded toothbrush kits, and free smile evaluations to attract more families.

Partner with Local Businesses

Collaborate with coffee shops, salons, gyms, or real estate agents. Create cross-promotions or co-host events (e.g., Smile & Sip night at a café).

Example:

"Book a new patient appointment and get a free smoothie from Greenies Café" Both businesses promote on social media, increasing reach.

Host Your Own Community Events

Create invite-only events designed specifically for adults interested in long-term dental solutions. Focus on education, experience, and personalized guidance. Offer promotional rate to move forward with treatment.

Example:

Host small, private "Smile Consultation Evenings" where guests (and a plus one) can enjoy a quality dining experience while learning about permanent tooth replacement options like All-on-X dental implants.

Support Local Charities & Nonprofits

Choose causes aligned with your core values and patient personas. Volunteer, donate services, or create a community spotlight campaign.

Example:

Partner with a local organization or senior support group and provide a full smile restoration (or significant treatment support) for one selected individual each year.

Leverage Hyperlocal PR / Storytelling

Send press releases or human-interest stories to local papers, radio, and blogs. Share patient success stories (with consent) or team member milestones.

Example:

A patient who struggled with missing teeth and difficulty eating undergoes a full-arch dental implant procedure. With their consent, you document their journey—from initial consultation to final smile reveal.



SWAG AND BRANDED ITEMS

Overview: Strategically placed SWAG (Stuff We All Get) creates lasting impressions, drives referral conversations, and reinforces your brand visually and experientially in everyday settings

Target SWAG for Personas

Match branded items to persona behaviors and lifestyles (e.g., moms = tote bags, athletes = water bottles, professionals = laptop sleeves).

Example:

At a back-to-school event for target persona of busy moms, you provide branded ice packs and collapsible shopping totes.

Sponsor, Sponsor, Sponsor

Use branded SWAG for ALL Sponsor opportunities, such as community events, clubs, and sports teams. Offer SWAG for new patient welcome kits, referral thank-you gifts, and giveaways at school games and events, farmers markets, 5ks, and other strategic sponsorship events.

Example:

A family-focused dental practice sponsors a local community 5K and hands out branded totes at the finish line. Inside includes branded lip balm, sugar free gum, a small card inviting them for a cleaning & exam, and an invisalign consultation.

Everyone Loves a Fun T-shirt

When it comes to SWAG, there is still nothing that drives more excitement and brand loyalty than a great quality, well-designed T-shirt. Affordable, effective advertising.

Example:

You sponsor of an elementary school Robotics Club where you give away fun robot t-shirts promoting braces for kids – resulting in great brand awareness.

Quality Over Quantity

Choose high-use, well-designed items that reflect your practice's personality. Include your website, phone, and Google review QR code.

Example:

A higher-end lip balm or thermal drink tumbler with "Smile Confidently" and your practice logo generates more brand loyalty than cheap pens.



LIP BALM PHOTO CONTEST

HAVE CONTEST FOR PATIENTS TO POST PICTURES WITH YOUR LIP BALM WHILE ON THEIR TRAVELS, AND TAG THE OFFICE.



Your DENTAL LOGO



A.I. & VA RECEPTION / RECALL

Overview: AI & VA powered phone and web systems reduce in-office load and ensure prompt follow-up, 24/7 scheduling, and personalized recall—resulting in better patient retention and reduced no-shows.

Call Answering & Scheduling

Use platforms like Peak Performance VA, NexHealth, Weave, or LocalMed to offer instant, intelligent response systems that answer FAQs and schedule appointments without eating into employee time.

Example:

A prospective patient calls at 7 p.m. and accesses live chat-based scheduling, converting interest immediately.

Automate Personalized Recalls

Integrate with your PMS to send segmented reminders via SMS/email. Customize tone and service message by persona (e.g., cosmetic reminders for young professionals).

Example:

“Hi Kayla! It’s time for your 6-month smile checkup 😊
We’ve got a few available slots this week, what days and times work for your schedule?”

AI-Driven Review Requests

Trigger AI to request reviews after successful visits, detect negative sentiment, and route feedback to management.

Example:

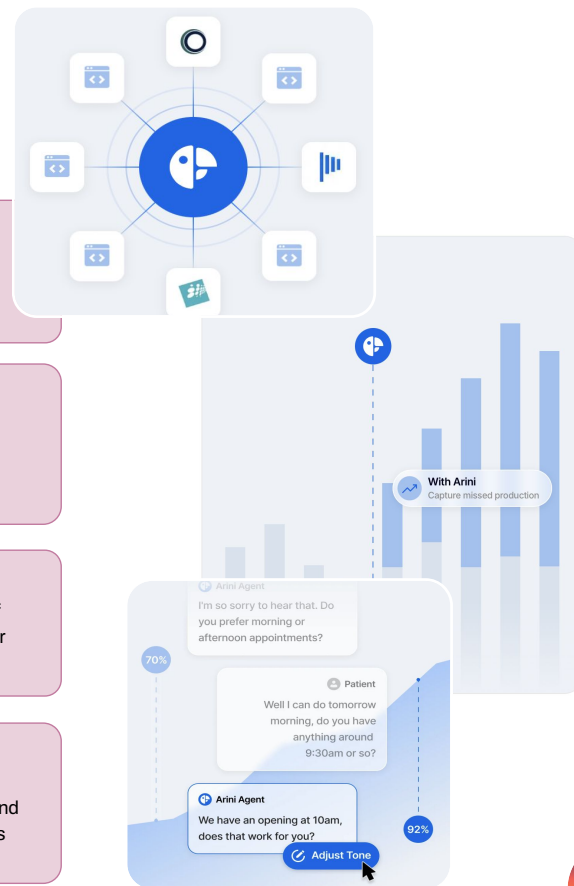
A post-cleaning message asks for a review on Google. If the AI detects dissatisfaction, it auto-alerts your office for direct outreach.

Virtual Assistants

VAs handle front-desk tasks remotely. Appointment scheduling, insurance verification, patient follow-ups, and inbound call management. Improve responsiveness and free up your in-office team to focus on patient care.

Example:

A VA answers missed calls after hours, schedules a new patient exam, verifies their insurance the next morning, and sends a confirmation text—ensuring no lost opportunities while your in-office team stays focused on patients.



SEARCH ENGINE OPTIMIZATION (SEO) & MAP RANKING

Overview: Ranking in the top 3 of Google's Map Pack dramatically increases clicks and new patient calls. Proper profile management is a high-leverage, low-cost visibility strategy.

Complete & Accurate Profile Data

Ensure your practice address, phone, hours, and website match across all directories. Use local phone numbers when selecting tracking numbers for campaigns.

Example:

A practice updates hours for urgent care and immediately sees an increase in after hour & weekend bookings.

Leverage Google Posts & Services

Post weekly using seasonal offers, community involvement, or smile tips. List every individual service with keywords (e.g., "Tooth-Colored Fillings in Central Florida").

Example:

A step-by-step educational post about receiving veneers is seen by over 200 viewers and leads to 6 bookings for that service.

Photo & Video Content Management

Upload monthly images of the office, team, and patient smiles (with permission). Add short videos and virtual tours of your office with staff members saying Hi!

Example:

A post introducing the dental team and highlighting a before & after of a patient increases trust and increases likelihood of booking with your practice.

Review Volume, Velocity, and Quality

Consistently request Google reviews after each visit. Respond to every review. Highlight keywords in each of your responses to optimize Google Search results.

Example:

"Thanks, Amy! We're thrilled you enjoyed your Teeth Whitening experience at XYZ Family Dental in Nashville, TN"

Places

Sponsored

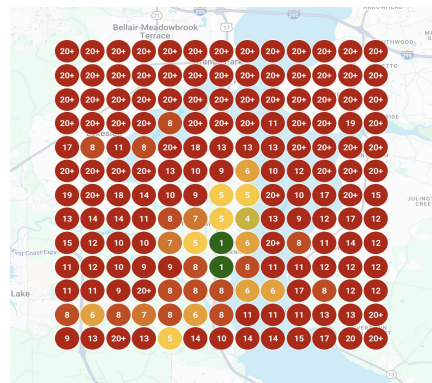
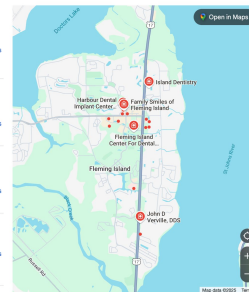
ClearChoice Dental Implant Center
4.8 ★★★★★ (286) - Dental implants provider
8375 Dixie Trail - (604) 656-7395
Closed - Opens 7 AM Mon
View Current Offers - Find Out How We Make Dental Implant Costs Manageable with Clear...

Flaming Island Center For Dental Excellence
4.8 ★★★★★ (857) - Dentist
1845 E West Play STE 3 - (904) 579-1696
Closed - Opens 8 AM Mon
They are very gentle in the process which helps ease anxiety.

John D Verville, DDS
5.0 ★★★★★ (403) - Dentist
7055 US-1 #1050 - (904) 264-0611
Closed - Opens 7 AM Mon
My mom had full implants done by him and was very happy with the results.

Family Smiles of Flaming Island
4.8 ★★★★★ (716) - Dentist
1515 Business Center Dr #1 - (904) 218-3323
Closed - Opens 8 AM Mon
They make all aspect painless as possible.

More places →



ANSWER ENGINE OPTIMIZATION (AEO)

Overview: AEO helps your practice get recommended as the answer in AI-generated results on Google's Gemini, ChatGPT, Claude, and voice assistants like Siri or Alexa. Being the source of truth builds trust, increases visibility, and drives more high-intent patients to your practice.

Answer Patient Questions Clearly

Identify common patient questions and provide clear, concise, direct answers on your website using FAQs, blogs, and service pages.

Example:

A patient asks, "How much do dental implants cost in Fleming Island?" and your website clearly answers the question with pricing factors and CTA.

Create Authoritative, Structured Content

Use headings, bullet points, tables, and schema markups in a JSON file to help search engines and AI easily understand your content.

Example:

A blog post about "Dental Implant Process" uses steps, FAQs, and a summary box so AI can extract and feature it in answers.

Optimize for Featured Snippets

Format content to directly answer questions in 40–60 words, use lists, and include summary sections to increase snippet opportunities.

Example:

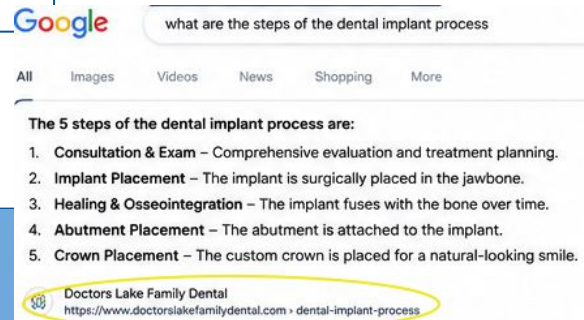
A page that answers "How do I know if I need a root canal?" is featured in the snippet and drives more clicks to your site.

Build Trust Signals Online

Showcase reviews, team bios, awards, media mentions, and before & after cases to establish authority and credibility for AI and patients.

Example:

AI pulls your 5-star reviews and highlights your patient satisfaction in answers about "best dentist in Salt Lake City, UT."



"The cost of a dental implant in Fleming Island typically ranges from \$3,000 to \$6,000 per implant, including the implant, abutment, and crown. For an accurate quote, it's best to consult a local dentist."



Voice Search
Result



Featured
Snippet



Source
Links



AI Answer
Bubble



IN-HOUSE MEMBERSHIP PROGRAMS

Overview: Membership plans improve access, simplify cost structures, and build recurring revenue—especially for uninsured or self-employed patients. They also improve case acceptance and loyalty.

Design Tiered Plans by Persona Needs

Offer levels (Preventive, Periodontal, Cosmetic) tailored to common persona groups (e.g., young adults, families, and seniors).

Example:

A family-focused plan includes two cleanings per person, fluoride, and 10% off ortho—all bundled affordably.

Easy Enrollment & Online Access

Use software like Dental Menu to manage plans digitally and keep your ledger and financials organized. Promote with QR codes, landing pages, and front desk scripts to every patient on a low reimbursement insurance plan or no insurance plan to drive patient loyalty.

Example:

A new patient sees a sign saying, “No Insurance? No Problem—Join Our Smile Membership Plan Today!” and enrolls instantly with a QR code posted in the dental operatory & front desk.

Retention Tools & Automated Renewal

Set up auto-renewal with reminder emails and texts. Offer loyalty perks (e.g., whitening gel refill each year).

Example:

A long-time member receives a “Thank You for Renewing” kit, increasing satisfaction and referrals.

Promote with Case Presentation

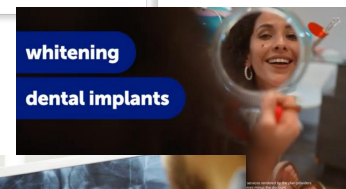
Train your dental team to present payment plans when patients hesitate due to cost.

Example:

A retiree worried about out-of-pocket expenses joins the periodontal plan—saving 20% on scaling and root planing.



Save \$295/year!	Save \$283/year!	Save \$341/year!
CHILD AGES 0-13 \$24/month \$288 annual payment	ADULT AGES 14+ \$35/month \$420 annual payment	PERIO AGES 14+ \$40/month \$480 annual payment
✓ 2 professional healthy mouth cleanings ✓ 2 regular exams ✓ 2 fluoride treatment ✓ Routine x-rays ✓ 1 emergency exam ✓ Save 25% on procedures completed at our practice	✓ 2 professional healthy mouth cleanings ✓ 2 regular exams ✓ 1 fluoride treatment ✓ Routine x-rays ✓ 1 emergency exam ✓ Save 25% on procedures completed at our practice	✓ 2 Perio maintenance ✓ 2 regular exams & screenings ✓ 1 fluoride treatment ✓ Routine x-rays ✓ 1 emergency exam ✓ Save 25% on procedures completed at our practice



GOAT CMO Products and Services

Patient Persona Report - Your robust and proprietary report about who you serve and why they do what they do. Learn how to speak directly to what matters most to them. From web design to email campaigns and digital communication, this essential report helps guide your decisions for optimal conversions, loyalty, and referrals.
(\$1,500)

Marketing Trail Guide - Your month to month Do-It-Yourself Guide to navigate your marketing messages and actions with confidence! Every idea and recommendation speaks to your patient personas according to your actual sociometric patient data. Stop Guessing and Start Growing! **(\$500/month)**

THE SHERPA Assist Package

- Vendor Reports Analysis
- TWO 60-min Zoom Calls/Month
 - > Expert Marketing Assistance
 - > Sales Coaching Tips
 - > Vendor Collaboration
 - > Graphic Design Art Direction
 - > GOAT Social License Included

If you need help carrying the marketing load from experienced marketing and sales pros—the Sherpa is for you! We will assist with marketing vendors and building campaign details along the trail to success.

(\$2,500/mo)

THE GOAT Event Package

- ONE Full Day In Your Practice
- Geographic Exclusivity
- Event Strategy & Management
- Event MC and Optimization
 - > Expert Marketing Management
 - > **Event Day Sales Coaching Lunch**
 - > GOAT Social License Included
 - > Graphic Design Support
 - > SocioMetric Patient Data
 - > Leadership Strengths Assessments

The GOAT experts design & execute your live event & assist you in closing treatment for maximum ROI.

(\$12,000)

MOUNTAINEER On-Site Coach Package

- ONE Full Day In Your Practice
- Evaluation with Custom Coaching
- Leadership Strengths Assessment

(\$3,500) + TRAVEL / HOTEL



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