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Coronavirus: Practices To Help Your Dental Practice Stay Afloat

EDITOR'S NOTE: This one pager was last updated on April 23rd, 2020. Our team will continue to update as we come out with new data and improvements.

As the world shifts to working and learning from home to slow down the spread of the COVID-19 virus, the online world is experiencing a drastic change in behavior.

Expect all businesses and consumers to be wary of hard sales, and try to focus on messaging that connects and supports your patients.

New Market Behavior Arrives with COVID-19

Media consumption is up as people spend more time at home.



46%
of consumers are using
social media more



Visits to travel sites increased by
9.5% as people cancel upcoming
travel plans



Visits to news sites are up by **33%** as
people look for information related to
COVID-19



40%
of consumers are using their desktop
or laptop more



Visits to eCommerce sites like
Amazon, Walmart, and Target are up
by **3.8%** and continuing to trend
upward



Out of Home advertising has
decreased by **47%**

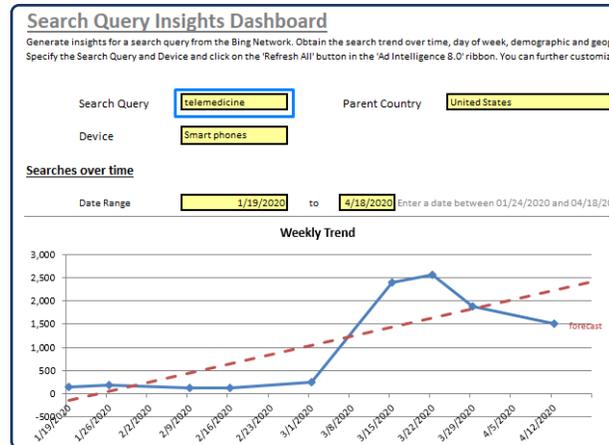
Observations on the Dental Industry

According to the latest Microsoft Advertising updates on US consumer behavior, searches for telemedicine and telehealth services have increased 5x compared to last year.

Microsoft reports the following Top Queries

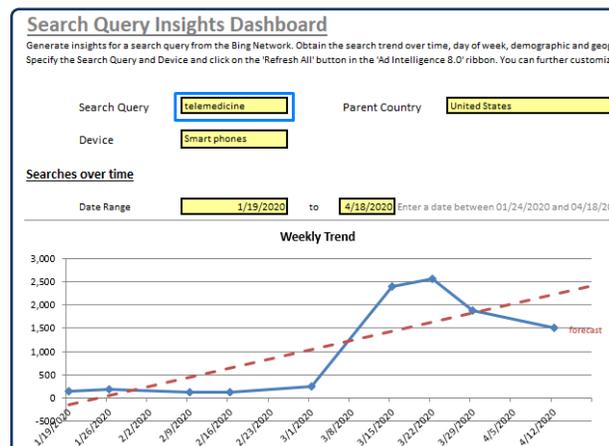
Telemedicine Searches

- telemedicine
- video conferencing
- companies
- american telemedicine association telehealth telemedicine



Telehealth Searches

- telehealth
- telehealth services
- telehealth telemedicine
- hipaa compliant telehealth* telehealth consent form*
- [brand] telehealth*

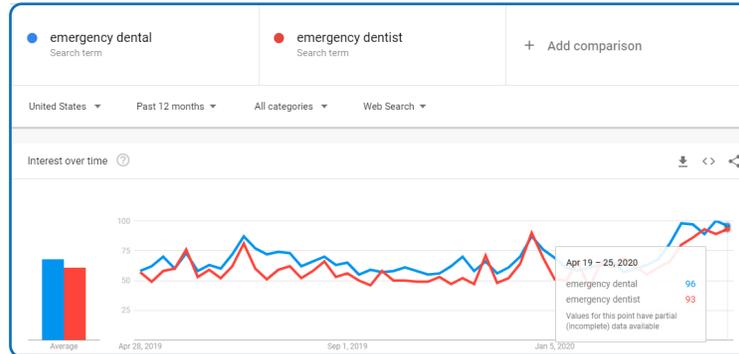


Adjusting to the current condition will allow you to stay connected with your customers as they switch to dentists who offer mobile & portable services.

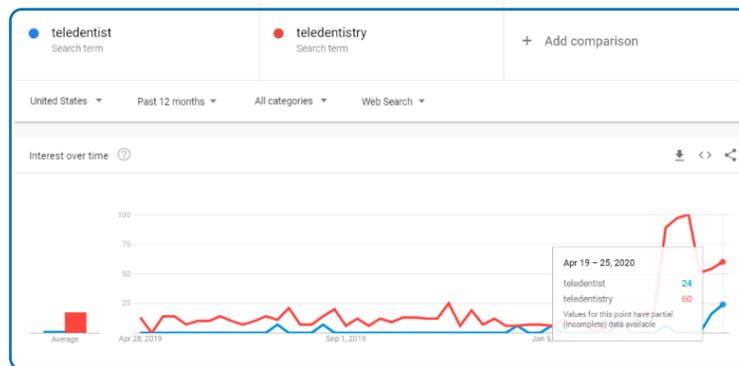
That said, we expect to see:

An increase in traffic of:

- Dental emergency services



- Mobile & portable dental services



- Online & dental consultations
- Wasted or vulnerable ad spend due to COVID-19 terms on the rise
- Exit rates on pages with no live support or no interactive components
- Clickbait news and articles on search results

Shifts in:

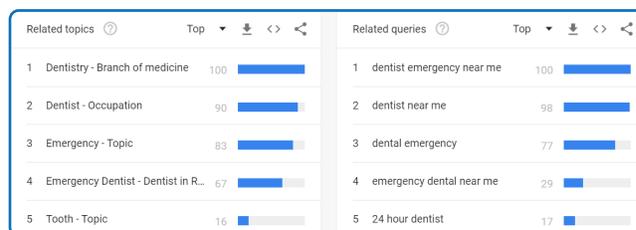
- Online traffic with a jump in news reports, policies, and guidelines related to the COVID-19 virus
- Traffic for elective dental procedures



Responding To The Current Market

Before you approach your audience, define how you will support them during the coronavirus crisis. Forget your hard sell; focus on helping.

- ❖ **Concentrate** on emergency dental care, such as knocked-out or loose tooth after an injury, a cracked or broken tooth that causes pain, tooth infection, or unbearable toothache.
- ❖ **Focus** on virtual & online consultations. Make sure to adjust your website for patients to be able to fill in form submissions.



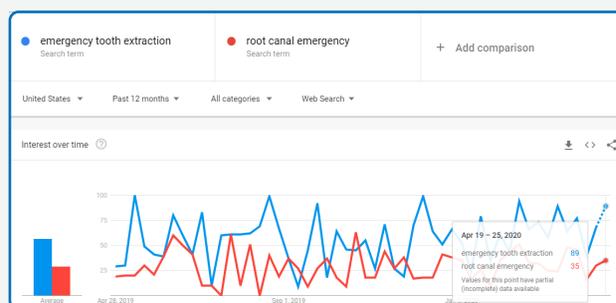
Use PBHS Secure Video service to improve your practice's web presence. This teledentistry solution provides unlimited encrypted, HIPAA-compliant teledentistry consultations right through your desktop, iOS and android devices. It also includes secure two-way clinical chat, screen sharing and file transfers.

- ❖ **Create** informative written or video content for your patients to share on your blog, Google My Business, and via email remarketing. For example, you can address some FAQs:
 - What to expect from an online consultation?
 - What are dental problems that require immediate attention?
 - How can I reschedule my appointment?
 - Tips for dental hygiene to help combat the virus.
 - What precautions are you taking as a dental practice?
 - How to prepare for a dental emergency?
- ❖ **Inform** patients on opening hours, changes in service, or home visits. Update your website and your Google My Business/Bing Places with these specifics.
- ❖ **Reroute** office calls to mobile phones.
- ❖ **Add** a chatbox to your website for easy interaction.
- ❖ **Communicate** with your existing patient base through email remarketing. You could offer discounted packages & services for aesthetic services that can be redeemed within the next six months.
- ❖ Given the estimated shift in time spent online, **reallocate** your traditional marketing budget to online marketing.
- ❖ **Set up** video consultations to follow up with patients post-procedure.



Revising Your PPC Strategy:

- ✦ **Prioritize** emergency dental care by creating search and call-only campaigns & allocating budgets accordingly.
- ✦ **Increase** your ad extensions to gain direct engagement. Prioritize call extensions, lead forms extensions, sitelinks extensions, and click to call extensions.
- ✦ **Establish** yourself as a trusted healthcare provider via ads on the search results page through Google My Business and Bing Places.
- ✦ **Monitor** developing events and modify your budget through budget management.
- ✦ **Update** your negative keyword lists at both account and campaign level using trending search queries.



Solutions For Your Business

- ✦ **Google My Business:** This free and easy-to-use tool helps businesses and organizations manage their online presence across the Google platform, including Search and Maps. Update your business information to help patients find your business and share your story with them.
- ✦ **Bing Places:** This free tool enables local business owners to add their listing to Bing Maps. Being featured on Bing Maps ensures visibility and it displays content that is useful in real-time.
- ✓ **SEO:** Organic traffic is rising fast. Make your content relevant with trending keywords to appear on the top of the SERPs.
- ✦ **Yext:** The Yext Search Experience Cloud allows businesses to control facts available online wherever patients are searching for them-across search engines, maps, apps, voice assistants, and chatbots.
- ✓ **Call-Only Campaigns:** Call-only campaigns encourage patients to contact you by simply clicking or tapping your ad. With call-only campaigns, your bid prioritizes calls to your business over clicks to your website.
- ✓ **Audience Targeting:** This feature helps you narrow down probable methods to reach your target audience. As your patients engage online, connect with them by narrowing down interests, behaviors, demographics, and locations through your ads campaigns.
- ✦ **YouTube Campaigns:** As consumers engage on YouTube, video marketing can help you create brand awareness, prompt consideration of your services, and drive traffic to your website.
- ✦ **Microsoft Advertising:** Showcase your business to exclusive audiences and expand your brand with Microsoft Advertising. We are offering a **\$250 coupon** for new accounts that add Microsoft to their marketing mix.