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“Colin understands “niche” markets intricately and his firm is now our SEO guru and the guru we recommend to all of our consulting clients.”

Dr. James McAnally
CEO Big Case Marketing

Are you “Da Man” Online?

What are patients really looking for online? Too many marketers make this seem like “rocket science.”

Prospective patients are looking for the answers to these 3 burning questions:

- 1) What are my treatment options?
- 2) Which treatment options are best for me?
- 3) Who is the best dentist for what I need?

If you want your website to generate phone calls, you must grab your prospective patient’s attention and answer these 3 questions.

Tell ‘em You’ll Be Their Hero

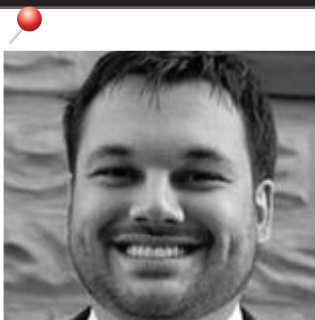
If you answer their three questions, you’ll become their hero. and they’ll pick up the phone and call you.

So how do you do this?

Easy answer: VIDEO

Video on your dental website will demand their attention, show your sincerity, and give you a “foot in the door” to answer the 3 questions every patient has, no matter if they are looking for dental implants, perio, sedation, cosmetics, or a simple filling.

If your website doesn’t give your patient what they want, don’t expect any phone calls, no matter how great your SEO, Facebook, Bio or credentials are. They are going to keep searching until they find a dentist that does...



Colin Receveur

Colin Receveur is a nationally recognized speaker, author, and internet marketing expert. Colin has been pioneering the way dentists market themselves online since founding SmartBox Web Marketing over a decade ago.

Colin is the author of 3 bestselling books: The Dentists’ Strategy Guide to Video Marketing, How to Stay In Front of Your Patients Until They Are Ready to Buy, and Web 3.0: What Every Dentist Must Know to Thrive in the New Economy, which are available on our website.

How To Put a Face On Your Dental Practice

Right now, your website probably has an alphabet soup of affiliations and organizations you belong to.

But Why Does Your Patient Care?

If I told you I held numerous certifications, including CCNA, MCSE, & GCP does that really mean anything to you?

Industry specific credentials only matter to those in the industry (and I doubt most of your patients are dentists)...

How To Exude Expertise

Text on a page [i.e. your website] has inherent limitations. No matter how great your copywriting skills are, or what font you use, or what color/size you make the words, it's still just words on a page that have to be read. There is no emotion, no tone, no personality.

Video is the game changer that fills all these gaps.

Making a series of short videos to replace your "bio" or "about us" page is a great to show your prospective patients your **sincerity, personality, and expertise.**

“Colin has been doing local search marketing for us for the past 60 days, which we've gotten 141 phone calls from!”

Dr. Randy Schmidt

Orthodontist in Chicago area

Is Your Marketing Giving You Clicks & Impressions, or Patients Walking In Your Door?

Trying to figure out which marketing is working for your dental practice is much the same.

Some dental marketing firms will tell you about "exposure" and "branding." Others will talk about "hits" and "clicks." Still some might even show you "impression" charts and complicated measurements of readership.

Are you marketing for "branding, impressions and exposure," or are you marketing to bring in the new patients with money to spend?

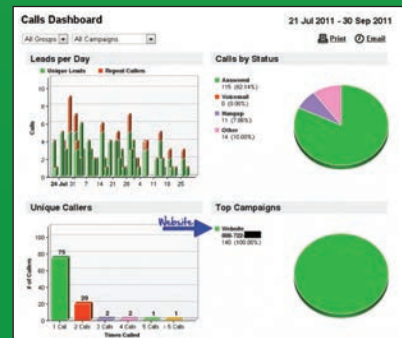
The downside to all of these is neither tells you EXACTLY how many dollars came back into your pocket.

Last Friday I had several monthly strategy calls with our dentist clients. We embrace phone call tracking with every piece of marketing we do, so naturally they are a hot topic for conversation during these monthly calls.

Here are the results from two practices we've been working with:

Practice 1 – July 1-Sept 31, 2011
189 Phone Calls from Website Only
143 Calls from Newspaper Print Ads

Practice 2 – July 22-Sept 31, 2011
140 Phone Calls from Website Only



Ready to crush your local market?

Give us a call @ 888.741.1413 or Visit our Website

Connect With Us



“Colin and his team produced 50+ web video’s to market my 2 dental practices. I would definitely refer Colin to anyone, the experience has been great.”

Dr. J.D. Murray

Dentist in Atlanta with 2 locations

2 Reasons Why You Shouldn't Be Doing Video

So you need to add video to your website, but maybe you don't like to be on camera, or you don't have the time to come to our studio.

We have the answer for you: SPOKESMODELS

Here's 42 professional spokesmodel videos we just finished up for a few of our very savvy dentist clients:

Link: <http://link.smartboxweb.com/easyvideo>

And the best part is (in my opinion) these take ZERO of your time.

We produce everything here in our green so and deliver the finished product to you. Included in the package we'll also Search Engine Optimize your videos on YouTube and add them to your website!

We're running a wild special offer through the end of 2011.

You can get 7 professional spokesmodel videos, customized and branded for your practice for only \$997. After that, they will go back to their regular rate of \$1497 (to be fair, no exceptions will be made).

Simply give our awesome sales guys a call @ 888.741.1413 to learn more. Some conditions do apply (Thanks Lawyers).

What Are Your Patients Saying About You?

Otherwise, you wouldn't see Proactiv hiring teen superstars Katy Perry, Justin Bieber, Jennifer Love Hewitt and Mandy Moore to endorse their skin care products, you wouldn't see Tiger Woods earn almost a billion (yes, with a B) from General Motors, Titleist, General Mills, American Express, Accenture, and Nike over his career, or how about the incident last year when Weatherproof Garment used a photo of President Barack Obama wearing one of their jackets on a billboard **without his knowledge?**

I could go on and on, but you get the point...

Is Your Dental Practice An Exception?

I can say with 100% confidence that we haven't and probably never will have Tiger Woods or President Obama endorse any of our dentist clients, but that's no excuse not to get your own patients to endorse your dental practice.

Gathering video testimonials from your existing patients is an extremely powerful way to supercharge your website. It's not uncommon for us to see a practice's phone calls DOUBLE or TRIPLE after just adding videos to their web presence. Video adds a more personal experience for the visitor and puts a face to your dental practice. If the homepage of your dental website isn't covered in testimonials, it should be (you're losing patients).

“BRAVO!! INCREDIBLE WORK!! The videos Colin did for us were definitely “Knock-Out.” Can't wait until it's all up and running.”

Dr. Tom Surber

Orthodontist in Northern Indiana with 7 Locations

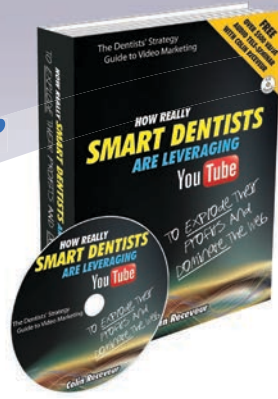
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For Just \$1 Get Colin's Latest Book: The Dentists' Strategy Guide to Video Marketing



How Really Smart Dentists Are Leveraging YouTube

**Videos are Always in the Top Spots, and
the reason is simple: People Want Video.**

The Dentists' Strategy Guide to Video Marketing: How Really Smart Dentists Are Leveraging YouTube To Explode Their Profits and Dominate The Web

Videos now go hand in hand with good search engine optimization practices. Not only do they provide the informative content people want to see "live," but they can also be used to help your website rank higher in the search results, thereby getting you more patients. The research group Forrester found that videos were 53 times (5300%) more likely to receive first page organic rankings than were traditional static text-only web pages.

The fast-movers and early adopters (as they prove time and time again online) will take the Lion's Share of the new patients, while the rest watch the "video train" rush by, wondering when their turn is.

Order Your Free Copy Now:

<http://link.smartboxweb.com/book>

“ My practice is busier than it ever has been. Patients are coming in all the time and when I ask how they found me they simply say, “the internet.” ”

Dr. Brendan McLaughlin
Periodontist in Boston

“ We were referred to Colin from Dr. McAnally, and now we get 3 or 4 new patients a week from our website. We're very happy with the work Colin and his team do for us! ”

Dr. Jason Hecht
Staten Island Implant Dentist

“ Colin has made my websites produce and even when I do display ads or radio campaigns, many of the patients that I see say “I saw your ad in the paper and then I went to your website.. If you put that much time and effort into your website you must really make a commitment to your profession.” ”

Dr. Ron Receveur, Dentist in Louisville area

“ Colin was able to transform our website from a brochure into an interactive marketing system that actually generates new patients and the big cases I'm targeting. It's the best money I've ever spent on marketing!! ”

Dr. Joe Miranda
Implant Dentist in Dallas

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