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## Pay Per Click Marketing for Dentists and Why it Works so Effectively

by Ryan Adams

Pay Per Click Marketing, also known as Pay for Performance marketing or PPC, is one of the quickest and most cost effective lead producing marketing strategies on the planet today...and often the most misunderstood. Pay Per Click marketing provides immediate results and can get your business listed on Google, Yahoo, and Bing for your targeted local keywords (and I do mean targeted! – your ads only appear in the geo-graphic locations you specify).

### Internet search most efficient/cost effective at acquiring new customers!

A study completed by Piper Jaffray & Co.\* determined that search is by far and away the most cost effective marketing method to acquire new customers at an **average cost of \$8.50 per acquisition**, Yellow pages was 2<sup>nd</sup> at \$20 per customer acquisition. Search marketing works if done correctly, there is little doubt about that.

### The Market Opportunity:

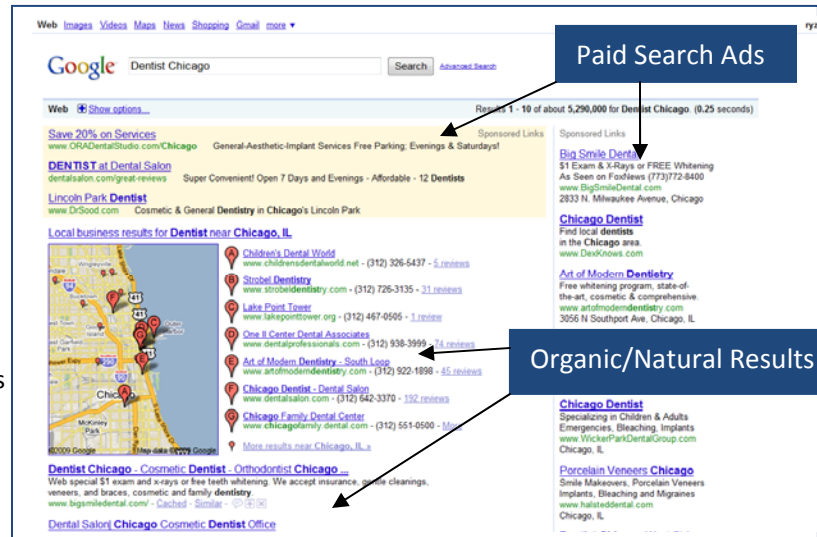
- 94,000,000 American adults use the internet every day
- 63% access search engines every day
- 54% have substituted internet/search for the phone book and growing daily

### Is Your Business In Front of These 94,000,000 American adults?

Probably not. The fact is, it's not important to get in front of 94,000,000 people, but just a small fraction to have an impact on your business. Let me break this down for you so you can see the true power of search marketing for a local Dental practice:

### Keyword Example: "Dentist Chicago" – Estimated searches on Google = **40,500/month**

- 30 - 50% of people searching for a dentist will click on a PPC Ad. More than half of the market will only click on organic, or natural search results so it's important to show up there as well (another topic for another day). Remaining potential prospects for this keyword search alone = **12,150 per month at 30%**.
- I just ran a search for this keyword, and 11 PPC Ads were displayed for me. This can vary from search to search, but there is still plenty of opportunity for a Dentist in Chicago (or anywhere else) to take advantage of PPC marketing.





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- Depending on how well the Ad is written, the “Call to Action” used in the ad, how well the keywords align with the ad, finding “niche” inexpensive keywords that convert, and using a **\$2,000/mth PPC** marketing budget for this example, within a 10 mile radius of your office, you could expect around **45,000 – 50,000 ad impressions** (how many times your ad displays in the search engines) and **500 – 550 visits** to your site for this campaign focused around “Dentist Chicago” and similar keywords. These numbers are based on industry averages for similar running campaigns.
- Now you have **500-550 new local visitors** who have come to your site looking for a Dentist, and they land on a page that is exactly what your ad said it would be, combined with a great offer to get them to Call, Email, or Fill out a Contact Form on your landing page or website.
- On average, **10% of the 500-550 visitors** will act from this campaign (Call, Email, or Contact Form submission) and become a prospect. This PPC campaign for the month would have produced **50 new leads** for your dental practice. But let’s be even more conservative and say you only received **35 leads** for the month, and 30% of those didn’t do anything beyond your initial contact with them, leaving you with about 25 quality prospects. From those **25 quality prospects** you are only able to close 20% (industry average sales closing ratio), and book 5 qualified patients for the month. If you implement some re-marketing strategies, this number will increase.
- Out of these 5 patient bookings, you do a couple of cosmetic procedures and a couple of cleanings more than doubling your initial PPC marketing budget. **4 out of 5 of these clients** were happy enough with you and the work you did, that they become patients for the next **5, 10, 20, or 50 years or more**.

**What is the LIFETIME VALUE of a new client to your practice?** Only you can answer that, but I would assume that from that initial \$2,000/mth you invested in a solid Pay Per Click Marketing strategy, you have grown your practice considerably, not only directly from the patients you brought in but also more than likely their local friends and family as well.

#### Sample PPC Ad Report from a Live Campaign: [www.beautydentalchicago.com](http://www.beautydentalchicago.com)

Campaign Name	From	To	Budget	Spent	Impressions	Visits	Calls	Emails	Web Events
<a href="#">Beauty Dental Chicago 20090923</a>	Sep 29, 2009	Nov 07, 2009	\$1,000.00	\$1,000.00	45,411	305	6	0	27

6 Phone Calls Generated | 27 Web Leads Generated

Total 33 Leads in Approximately 37 days

(Approximately \$30/lead, but this client reports a huge increase in call volume not tracked by our system)

In these tough economic times, Dentists need to start thinking like marketers and stop thinking like Dentists. Adjust your marketing strategies to incorporate marketing methods that drive immediate revenue and immediate results, and are track-able/accountable/geo-targeted to your local area. Investing \$12,000 or more in a print ad, radio spot, or Yellow Page listing, and not investing in search marketing, makes little sense in this economy. Remember, PPC advertising puts you where your prospects are at the exact time they want to see you. People are tuning out other methods because they are constantly bombarded everyday with marketing messages (TV, Radio, Magazines, Newspapers, etc). Search engines put us in control of what we want to see, when we want to see it. More Dentists need to start implementing search marketing strategies, because the Dentists who are continue to gain more and more market share, and the practices who aren’t continue to see overall sales down by 20%-30%.