Thank you mom for supporting me no matter what weird thing I decide to do next. Thank you for giving me wings. One of your hugs would be nice right now; I miss you!

None of us get where we’re going alone. There are certainly times of solitude and loneliness on the career, creative, artistic, professional and personal pathways, but we’re not really all by ourselves. There is a crowd of people cheering you on, opening doors, and working behind the scenes.

Thanks to everyone who know where I’m going.

So many people have helped me fight for the things I want in life and to make me realize that life is worth living and dreams can come true. I’m going to keep fighting, keep living, and keep dreaming.

Dr Rockson Samuel
DentalReach is a professional site and forum for dentists. DentalReach is one of the fastest growing online communities for dentists, where you can talk dentistry. It’s a place to be visible as a dental practitioner and get liked and lauded by fellow professionals.

While the rest of the world can openly share their stories, experiences, and challenges, ethics restrain dentists to converse in an open-to-all world. DentalReach is a gated community of dentists where you can converse freely. It gives you a great opportunity to connect with peers in your locality, region, country, and specialty base. It’s a place where you can voice your opinion as a dental professional, within your circle of specialty and outside.

It’s a podium for visibility and networking as a dental professional. Happy connecting!
1. Letter from the Editor

2. Marketing and Teamwork recipes: Managing a clinic in 7 different market situations (Basics)

3. The Dentist's Personal Brand (Your Personal Brand)

4. Social Network: How Should the Clinic's Social Media Page be? (Your Clinic brand)

5. 5 Reasons Why New Patients Aren’t Finding Your Dental Practice Online (Intelligent Branding)

6. Use of Advertising Media in Private Dental Practice - A Case Report (Using ads for marketing)

7. How to encourage patients to actively recommend your clinic’s services? (Using patients for marketing)

8. Watch and Learn! (Marketing videos)

9. Bonus: Read more about Marketing

Disclaimer: These articles are general information sheets and should not be used or relied on as professional advice. No liability can be accepted for any errors or omissions nor for any loss or damage arising from reliance upon any information herein.
Editor's Note for the e-book ‘Dental Marketing the 101 guide’, special new year feature by DentalReach, January 2021.

We live in a world of cut-throat competition, where all want to be the best. A hard working dentist will work on his skills to be better than the dentist next door. A smart working dentist will work on his skills, and make it known to the world! If you want a good practice, you must primarily be a good dentist. But it may not be enough in a situation where clinics are mushrooming in every street. The one thing which can give you an edge is - dental marketing!

To be a good clinician, you must be updated with clinical knowledge and practical skills. To be a popular clinician, you must be a good clinician with a good marketing system!

That is why, Team DentalReach decided to come up with the perfect companion for your dental practice journey - Dental Marketing the 101 guide - completely authored by Dr Rockson Samuel*, an aspiring unicorn marketer and in this editor’s note, I* present to you 4 experts*, providing valuable insights into this relatively unknown world of marketing.

Dr Nupur Shrirao
Dr Rockson Samuel is an aspiring unicorn marketeer based in Bangalore, India. He is the community leader at DentalReach and founder of rxnstudio, with 10+ years of experience in creative design and content marketing in healthcare industry. Dr Rockson was a former house surgeon in Kuwait and has been attached to various national & international organizations, institutes and brands performing versatile roles and bringing laurels to his name.

Dr Nupur Shrirao is a consultant prosthodontist based in Chandigarh, India. She is the Editor at DentalReach Editage - Cactus Communications.

Expert, Dr Chandra Mouli is an esthetic dentist from Hyder-abad, India and a digital marketeer since 20 years (self, Quintessence Publications and GC, India).

Expert, Dr Gireesh Likhyani is a practicing dentist in Jaipur, India and the CEO of Underdog Dentist Media Solutions, with 10+ years of experience in online marketing industry.

Expert, Dr Kevin Mirasol is a general dentist from Caluya islands, Phillippines, and the founder of PRODM a marketing healthcare agency & DDM Masterclass – dental digital marketing coaching for dentists.

Expert, Dr Anisa Patel Shaikh is an esthetic dentist from Mumbai, India and founder of Your Social Dentist, with an expertise in digital and social media marketing.
MARKETING AND TEAMWORK
RECIPES: MANAGING A CLINIC IN 7 DIFFERENT MARKET SITUATIONS

Want to cook up a good clinical practice?
Then use the right recipes!
In this article, you will learn:

• Types of marketing – external, internal, interactive
• The right recipes for different market situations
• The right and wrong kinds of marketing!

Read more
READER VOICES

GOT SOMETHING TO SHARE?

LET YOUR VOICE BE HEARD!

Special Contribution
Dr Ketaki Pawar Chavan

Contributors of the month
Dr Jyoti Sonkar
Dr Ankita Jain
Dr Apporva Gupta

Crossword puzzle winner
Dr Sachin Mallya P

THANKS A MILLION!
Do you want to stand out from the crowd?
If yes, this means you want to be a ‘person-brand’!

In this article, you will find out:
• What is a person-brand?
• How to build it up?
• How to make your following fall in love with you?
• How can it be profitable for you?

THE DENTIST'S PERSONAL BRAND

Read more
Prostho Art- Get Featured!
So imagine, create and get featured in the DentalReach Digital Magazine!

Guidelines-
1. Open to all dentists from all over the world.
2. Multiple submissions allowed per participant!
3. Theme- capturing the essence of prosthodontics in the form of picture collages, illustrations or doodles.
4. Format Only images- JPG/PNG format (No videos)
5. Size upto 5 MB

Submit your artworks by 20th January 2021 to dentalreach9@gmail.com

Our special Facebook frame
CLICK HERE!

PROUD to be a PROSTHODONTIST
God Creates...We Recreate
#Prosthodontistday 22nd January
Planning a Facebook or Instagram page for your clinic? In this article, you will get answers for:

- How to structure the clinic’s social media page?
- How to increase the page followers?
- How to do social media advertising?
- How much budget should be allocated to this?

HOW SHOULD THE CLINIC’S SOCIAL MEDIA PAGE BE?
TIME KILLER

Last month’s answer:
FLIPPER
DENTAL PREG
RECESION
XEROSTOMIA
pH
SMEAR
HUMECTANT

Time for an entertaining challenge! Tickle your brain to solve the dentistry crossword in our latest edition.

CONSTRUCT YOUR MARKETING HOURGLASS

7 Phases of the Hourglass

Know
Your ads, articles, and referred leads

Like
Your web site, reception, and email newsletter

Trust
Your content, social media participation, white papers, and sales presentations

Try
Seminar, evaluations, audit, and nurturing activities

Buy
Fulfillment, new customer orientation, delivery, and transaction processes

Repeat
Post customer survey, cross sell presentations, and quarterly events

Refer
Results reviews, partner introductions, peer 2 peer webinars, and community building
5 REASONS WHY NEW PATIENTS AREN’T FINDING YOUR DENTAL PRACTICE ONLINE

Start the year better prepared to find not one but five solutions to our common universal wish – increasing walk-in OPDs!

In this article you will understand:
• How ‘online’ doesn’t mean ‘on mind’
• How to make sure all potential patients find you online
• Bonus facts to impress your patients

Read more »
Pediflor® Kidz
Toothpaste

3 yummy flavours

Green apple
Bubble Gum
Melon

Elsenz®
Toothpaste

ELiminates
SENZitivity,
Prevents Cavities

Freshclor®
Gargle & Mouthwash

Caries protection
toothpaste with
Xylitol

Crystal Clear Choice

Group Pharmaceuticals Ltd
healthy smiles matter
Ads for dental practices seem to be rising by the day. After reading this case report of 250+ dentists, you can –

- Decide if ads are really needed in dentistry
- Know what the top dentists do to be at the top of their game
- Use ‘SWOT analysis’ for your own setup!

USE OF ADVERTISING MEDIA IN PRIVATE DENTAL PRACTICE - A CASE REPORT
POWERING SMILES
Creating Happiness
One Smile At a Time

Dental Implant  Surgical Kit  Graft Material

i-Fix™

INTRO
i-Fix Implants is conceptualized, designed, and developed by IIT Delhi (Indian Institute of Technology) and clinically researched by Maulana Azad Institute of Dental Sciences (MAIDS) to prove its Safety and Efficacy – Based on which we got Indian FDA approval and ISO 13485 Quality Certification, i-Fix implant is first Indigenous implant to have received USA Patent received in 2017.

www.kamalmedtech.com
HOW TO ENCOURAGE PATIENTS TO ACTIVELY RECOMMEND YOUR CLINIC'S SERVICES?

Learn all about how to magnify word of mouth publicity!

In this article, you will learn about:

- How to make sure patients never forget you and your clinic
- The Sushi Bar model
- Advertising without ads.

Read more
9 THINGS TO KEEP IN MIND BEFORE BECOMING A DENTIST

HOW DELAYS INTERFERE WITH YOUR DENTAL PRACTICE?

NEUROMARKETING: “PEOPLE DO NOT REMEMBER WHAT YOU SAID, BUT HOW YOU MADE THEM FEEL.”

5 REASONS FOR THE PATIENT TO LEAVE A NEGATIVE REVIEW ON THE INTERNET

5 REASONS WHY PERSONAL BRANDING IS IMPORTANT

DO DENTISTS NEED REPUTATION MANAGEMENT?

CLICK ON THE TOPIC TO READ
COLLABORATE WITH US

Although some may think starting a business often means doing it alone, the reality is quite different. Collaboration is vital to the health and success of any business today. As neighbors and friends, it’s our natural inclination to look out for each other, and the world of business can be no different. There are many ways in which small-business owners can join forces and learn from each other, exchange ideas, increase purchasing power and grow revenues.

Why collaborate with DR?

1. Inspires you
2. Helps you grow your network
3. Educates you
4. Helps you save money
5. Solves problems
6. Is a win-win situation

Join our journey and grow together

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ISSN: 2582-3469