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DENTALREACH .today

JAN. 2021

Made with ❤️ for Dentists by Dentists!

DIGITAL EDITION

This is an e-book.
All elements are clickable,
and it's awesome.



KISS
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the 101

GUIDE

DentalReach

Making sense
of dentistry.



ISSN: 2582-3469

PRAISE God FROM WHOM all blessings flow

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

Making sense
of dentistry.

**WE LEAD
WE CARE
WE GROW
WE LEARN**



20,000+ readership worldwide!

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!

Search

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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.

[Read more](#)



Dr Nupur Shrivao

DENTAL MARKETING THE 101 GUIDE



AUTHOR

Dr Rockson Samuel is an aspiring unicorn marketer 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*.



EDITOR



Expert, Dr Chandra Mouli is an esthetic dentist from Hyderabad, India and a digital marketer 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, Philippines, 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.



EXPERT TALK



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

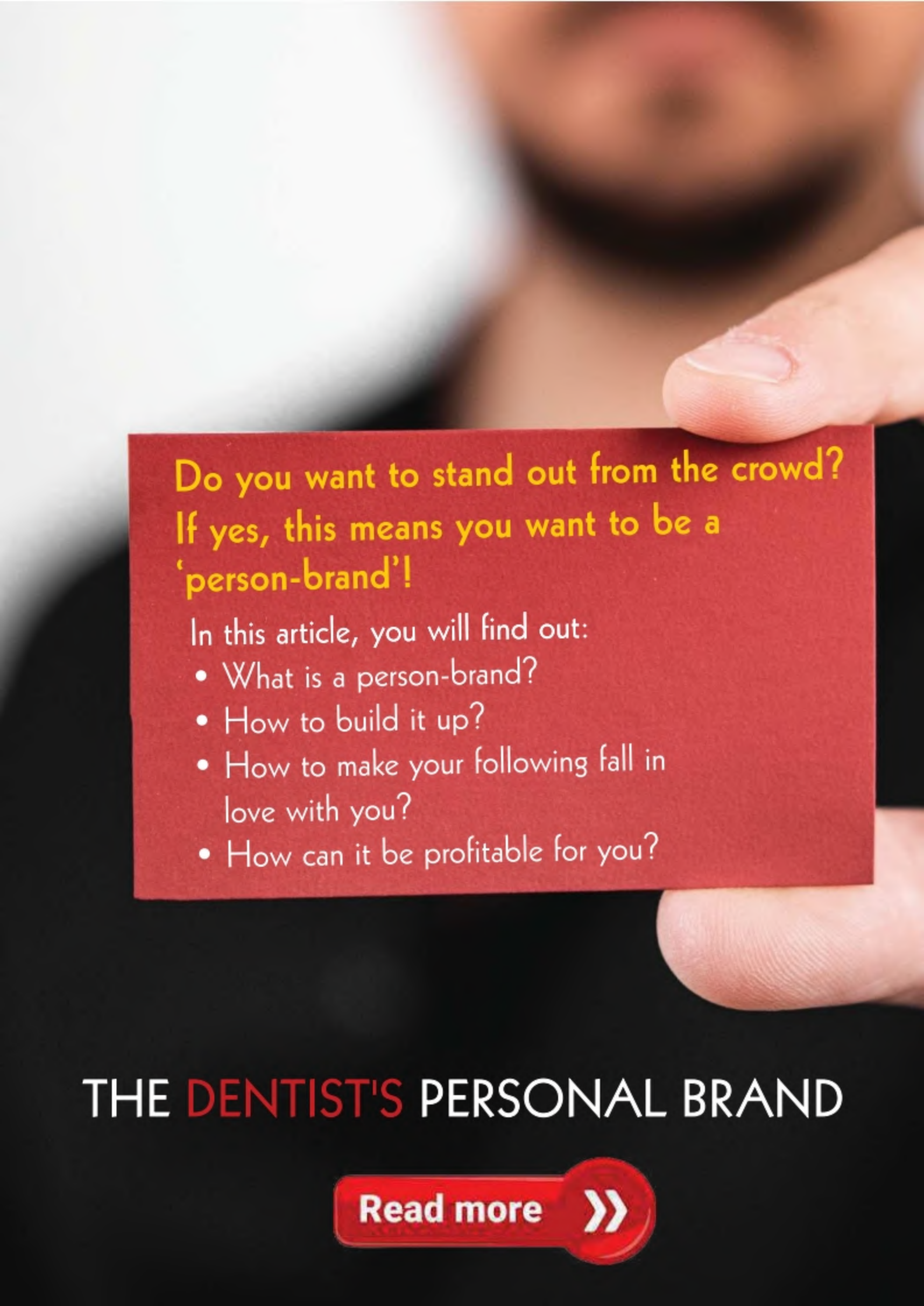
Dr Apoorva Gupta

**Crossword
puzzle winner**

Dr Sachin Mallya P



THANKS A MILLION!

A close-up photograph of a person's hand holding a red card. The person's face is blurred in the background. The card contains text in yellow and white.

**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





DentalReach | Making sense
of dentistry.

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

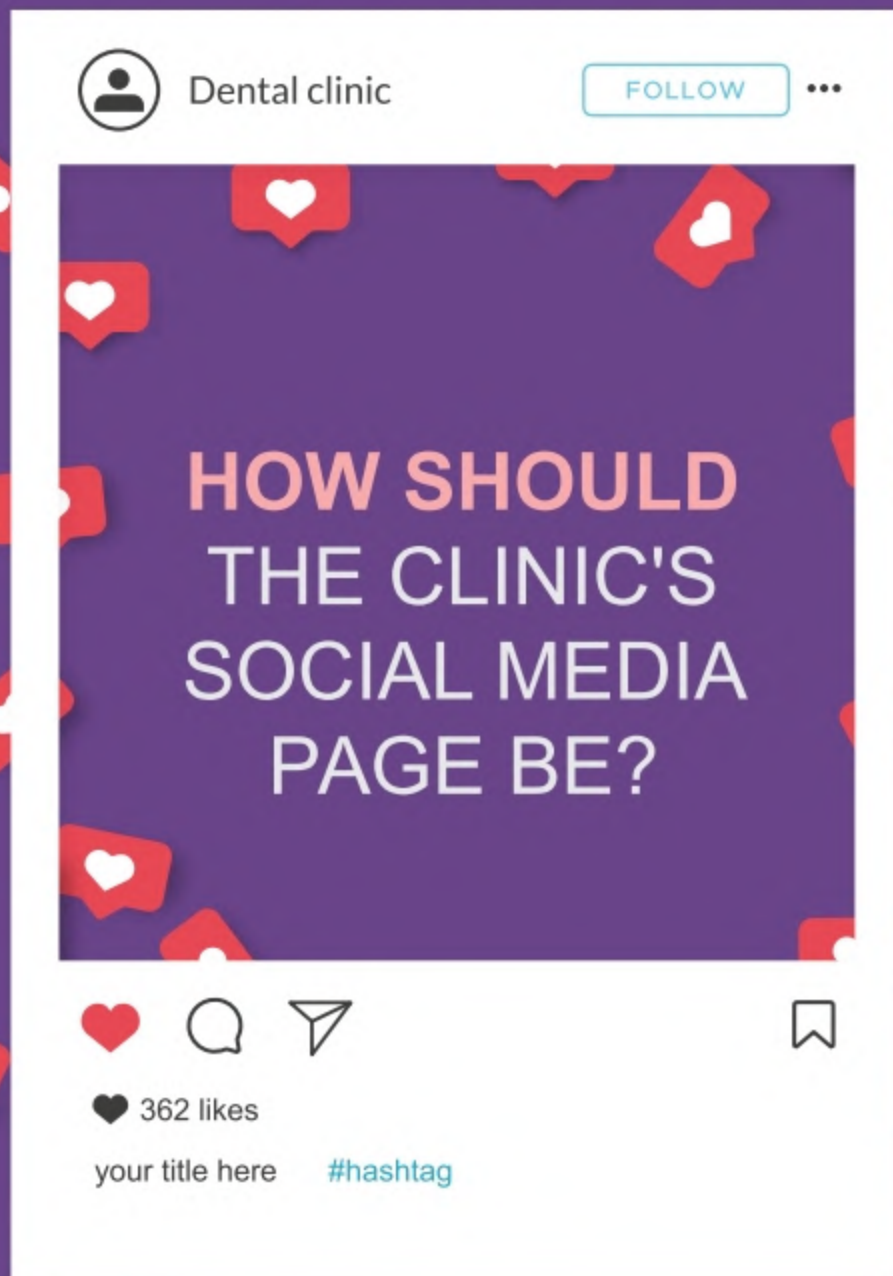
CLICK HERE!

**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?



Read more



TIME KILLER

*Last month's
answer:*

FLIPPER
DENTAPREG
RECESSION
NECROSIS
XEROSTOMIA
pH
SMEAR
HUMECTANT



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

Play now



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

Elsenz[®]
Toothpaste

Freshclor[®]
Gargle & Mouthwash

3 yummy flavours



Carries protection
toothpaste with
Xylitol



ELiminates
SENZitivity,
Prevents Cavities



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!

A man with a beard and sunglasses is shouting into a megaphone. He is holding a tablet in his other hand. The tablet screen displays the title of the case report. The background is a dark gradient with some light effects.

*USE OF
ADVERTISING
MEDIA IN
PRIVATE
DENTAL
PRACTICE -
A CASE REPORT*

Read more



POWERING SMILES

Creating Happiness
One Smile At a Time



Dental Implant



Surgical Kit



Graft Material



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.

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



KNOW YOUR
CUSTOMER



FOMO
MARKETING

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**

THANK YOU!

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

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Join our journey and grow together



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