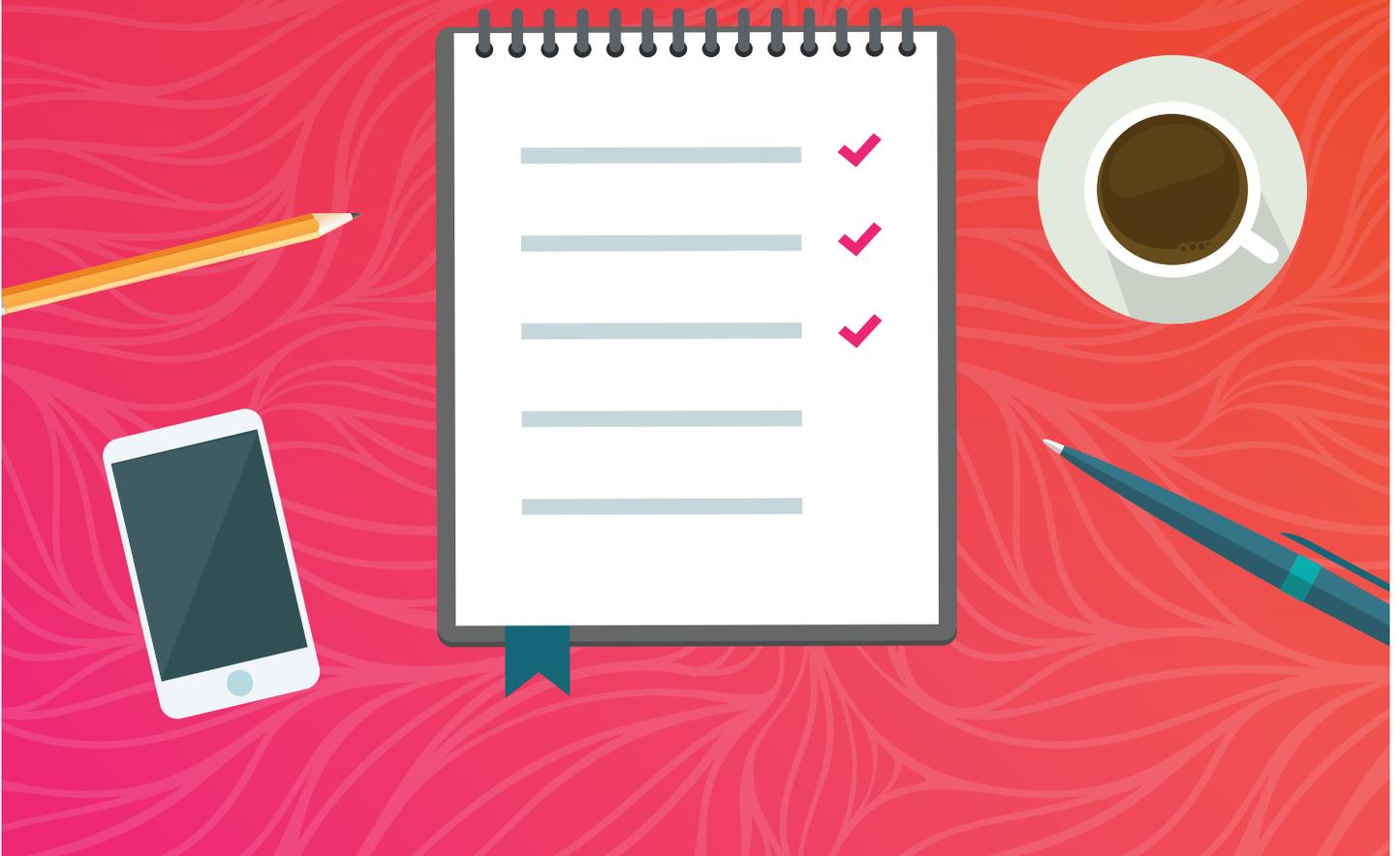


*Your 12-Month Marketing*

# ACTION PLAN



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# INTRODUCTION

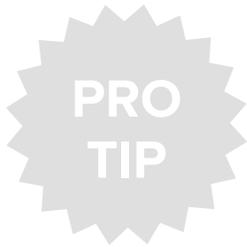
*"A goal without a plan is just a wish."*

– Antoine de Saint-Exupéry

Reaching goals involves so much more than just setting them. Clearly defining exactly where you want to go, why you want to go there, and how you plan to get there are keys to success.

This workbook is designed to help you:

1. Review what worked and didn't work in previous years
2. Identify your practice's strengths, weaknesses, opportunities, threats, target customers, and unique value.
3. Find areas where you can overtake your competitors.
4. Define your marketing goals and strategy (think BIG picture!)
5. Use that strategy to create your marketing ACTION PLAN!



*Print a new copy of this workbook each year for goal-setting and action planning!*

## NEED HELP?

Call or email Roadside's team anytime if you need assistance with your website, SEO, reviews, or social media! We're here to help!

 360.283.5001

 [team@roadsidemultimedia.com](mailto:team@roadsidemultimedia.com)

 [roadsidedentalmarketing.com](http://roadsidedentalmarketing.com)

# 10 MARKETING TRENDS TO ADOPT

## 1. Be of Service

This is one of the biggest shifts talked about by the experts. **Be generous** in the value you provide. Search out ways to serve others.

## 2. Build Relationships With Your Community

This ties closely to #1. **Be the inspiring leader in your community**, whether it's offline or online. Think about what they need, and give and serve them accordingly.

## 3. Create a Media Hub

You must put your face out there to build credibility and trust. And **your message needs to be massively YOU!** On your website, have one location for all of your media (blogs, videos, podcasts, etc.). Pick one medium and grow it.

## 4. Email is Still Your BFF

Building your email list is the best way to **nurture leads into lifelong customers**. Get inventive or create some new videos or gifts. Think outside the box!

## 5. That Could Have Been a Text / Instant Gratification

Did someone say 90% open rate? Sign us up! We all open our texts. **People want instant gratification**. On that same note - if you have webchat on your website, you will see conversion rates soar.

## 6. Nurture Over Sell

If you're introducing a new product or service, make a long launch strategy and get your audience involved to generate excitement. **People want relationships**, and this helps.

## 7. Keep Your Eyes On The Horizon / The Early Bird Gets The Worm

Hindsight is 20/20 right? **Early adopters get rewarded**. Get tuned in to the industry to know what's going to be a game changer and then be one of the FIRST to use it.

## 8. Retargeting is the New Close

It takes 7 times for someone to remember your brand. **Retargeting puts you front and center** whenever your leads are browsing online, getting them to convert faster.

## 9. Stand For Something

**People will pay more for a brand that stands for something that aligns with their beliefs**. Your content should reflect your core values.

## 10. People Are Listening

**By 2022 over 50% of searches will be done by voice**. Be the early bird and make sure your brand is ready.

# SECTION 1

---

# MARKETING PLANNING + RESEARCH

# LAST YEAR'S MARKETING AND KPIS

Marketing Channel	Investment: Time and/or Money	Executed successfully?	Would we do this again this year?
<input type="checkbox"/> New website			
<input type="checkbox"/> Monthly search optimization			
<input type="checkbox"/> Monthly local SEO			
<input type="checkbox"/> Paid SEM: Google, Bing, etc.			
<input type="checkbox"/> Social media			
<input type="checkbox"/> Paid social ads: Facebook, YouTube, etc.			
<input type="checkbox"/> Content marketing			
<input type="checkbox"/> Video creation and optimization			
<input type="checkbox"/> Email campaigns			
<input type="checkbox"/> Targeted campaigns (referrals, reviews, etc.)			
<input type="checkbox"/> Direct mail			
<input type="checkbox"/> TV advertising			
<input type="checkbox"/> Print advertising			
<input type="checkbox"/> Other:			

## OVERVIEW:

What worked? What didn't work?

## KPIS (KEY PERFORMANCE INDICATORS)

AVG. NEW PATIENTS/MONTH	AVG. REVENUE/MONTH
RECALL AND RETENTION RATES	REACTIVATION RATE
TREATMENT ACCEPTANCE	UNSCHEDULED TREATMENT

# SWOT ANALYSIS

What needs more focus this year?

Use these example questions to fill out your own SWOT Analysis on the next page.

<p><b>STRENGTHS</b></p> <p>What makes your practice awesome?</p> <p>What makes your team awesome?</p> <p>What set your practice apart from other practices in your area?</p> <p>What technology/amenities/CE/etc. do you have that competitors don't have?</p> <p>What factors consistently result in new patients?</p> <p>What would your competitors say are your greatest strengths?</p> <p>Other strengths:</p>	<p><b>WEAKNESSES</b></p> <p>What do your patients say needs improvement?</p> <p>What do your team members say needs improvement?</p> <p>What internal processes need improvement?</p> <p>What technology limitations do you have?</p> <p>What external limitations do you have?</p> <p>What factors contribute to reduced production or recall?</p> <p>What would your competitors say are your biggest weaknesses?</p> <p>Is your doctor stuck in an old-school marketing mindset?</p> <p>Other weaknesses:</p>
<p><b>OPPORTUNITIES</b></p> <p>Are there more production opportunities in your current schedule?</p> <p>Could you add hours (early, late, lunchtime, weekends)?</p> <p>Is there opportunity to add a new hygienist? New associate?</p> <p>Can you add new treatments? Technology?</p> <p>Can you better help patients overcome a barrier? (i.e. in-house savings plan, etc.)</p> <p>What isn't your competition doing that you could when it comes to marketing? (i.e. video, ads, etc.)</p> <p>Are there any community businesses you could cross-promote with?</p> <p>Other opportunities:</p>	<p><b>THREATS</b></p> <p>What are your barriers?</p> <p>What's preventing you from reaching goals?</p> <p>Is your technology obsolete or going to be obsolete?</p> <p>Are your competitors offering something better? Newer? More convenient? Less expensive?</p> <p>Do you have cash flow or debt issues?</p> <p>Do you have HR or team issues?</p> <p>Are there any external threats? (economic downturn, new competitor, etc.)</p> <p>Other threats:</p>

# SWOT ANALYSIS

*Year:* \_\_\_\_\_

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<b>OPPORTUNITIES</b>	<b>THREATS</b>

# TARGET MARKET: *Customer Persona #1*

Who are your existing customers? Who are your target customers?

Use a few copies of this sheet to create 3-5 different customer persona profiles.

<p>Demographics: (gender, age, income, location)</p>	<p>Goals: What are his/her dental needs and desires?</p>	<p>Challenges and barriers: (cost, lack of insurance, fear, etc.)</p>
<p>How do we help him/her reach those goals?</p>	<p>How do we help him/her overcome those challenges?</p>	<p>Common objections: Why would he/she not become a patient or accept treatment?</p>
<p>Where is he/she most active socially?</p> <p>      </p>	<p>Communication preferences:</p>	<p>Marketing message:</p>

# TARGET MARKET: *Customer Persona #2*

Who are your existing customers? Who are your target customers?

Use a few copies of this sheet to create 3-5 different customer persona profiles.

<p>Demographics: (gender, age, income, location)</p>	<p>Goals: What are his/her dental needs and desires?</p>	<p>Challenges and barriers: (cost, lack of insurance, fear, etc.)</p>
<p>How do we help him/her reach those goals?</p>	<p>How do we help him/her overcome those challenges?</p>	<p>Common objections: Why would he/she not become a patient or accept treatment?</p>
<p>Where is he/she most active socially?</p> <p>      </p>	<p>Communication preferences:</p>	<p>Marketing message:</p>

# COMPETITOR ANALYSIS #1

Competitor: \_\_\_\_\_

## WEBSITE

What does their website look like? \_\_\_\_\_

Does it look newer than yours?  Yes  No

Does it have better photography than yours?  Yes  No

Does it have more content?  Yes  No

Is the content new, fresh, and engaging? Or is it outdated? \_\_\_\_\_

Do they have videos on their website?  Yes  No

Do they feature any current promotions or special offers? If so, what are they? \_\_\_\_\_

Do they feature reviews, testimonials, or case studies on their website?  Yes  No

## SOCIAL MEDIA + ONLINE PRESENCE

Are they active on social media?  Yes  No

If so, which social networks are they using? \_\_\_\_\_

When was the last time they posted? \_\_\_\_\_

How often do they post? \_\_\_\_\_

How many followers do they have?

Facebook \_\_\_\_\_ Instagram \_\_\_\_\_ YouTube \_\_\_\_\_ Twitter \_\_\_\_\_ Pinterest \_\_\_\_\_

Do they have videos on their YouTube channel?  Yes  No

How many views are their videos getting? \_\_\_\_\_

How many Google reviews do they have? \_\_\_\_\_

Are they using Google ads?  Yes  No

Do they show up on page 1 of search results?  Yes  No

## OTHER MARKETING EFFORTS

What forms of local advertising are they currently investing in (that you're aware of)?

(TV ads, billboards, magazine ads, direct mail, etc.) \_\_\_\_\_

## SUMMARY

How is their messaging stronger or weaker than yours? \_\_\_\_\_

What are their top strengths? \_\_\_\_\_

What are their main weaknesses? \_\_\_\_\_

Additional notes: \_\_\_\_\_

# COMPETITOR ANALYSIS #2

Competitor: \_\_\_\_\_

## WEBSITE

What does their website look like? \_\_\_\_\_

Does it look newer than ours? **Y/N**

Does it have better photography than ours? **Y/N**

Does it have more content? **Y/N**

Is the content new, fresh, and engaging? Or is it outdated? \_\_\_\_\_

Do they have videos on their website? **Y/N**

Do they feature any current promotions or special offers? If so, what are they? \_\_\_\_\_

Do they feature reviews, testimonials, or case studies on their website? **Y/N**

## SOCIAL MEDIA + ONLINE PRESENCE

Are they active on social media? **Y/N**

If so, which social networks are they using? \_\_\_\_\_

When was the last time they posted? \_\_\_\_\_

How often do they post? \_\_\_\_\_

How many followers do they have?

Facebook \_\_\_\_\_ Instagram \_\_\_\_\_ YouTube \_\_\_\_\_ Twitter \_\_\_\_\_ Pinterest \_\_\_\_\_

Do they have videos on their YouTube channel? **Y/N**

How many views are their videos getting? \_\_\_\_\_

How many Google reviews do they have? \_\_\_\_\_

Are they using Google ads? **Y/N**

When we search "dentist in [CITY]" (or similar), do they show up on page 1 of search results? **Y/N**

## OTHER MARKETING EFFORTS

What forms of local advertising are they currently investing in (that we're aware of)?  
(TV ads, billboards, magazine ads, direct mail, etc.) \_\_\_\_\_

## SUMMARY

How is their messaging stronger or weaker than ours? \_\_\_\_\_

What are their top strengths? \_\_\_\_\_

What are their main weaknesses? \_\_\_\_\_

Additional notes: \_\_\_\_\_

# UNIQUE VALUE PROPOSITION

What do we believe? Why do we have this strong belief?	
What's the value of what we do? How does it benefit others?	
What are our customers' primary problems?	
How do we solve those problems?	
How are we different than our competitors?	
Why should customers choose us over our competitors?	

**Take this information and connect your beliefs, values, and difference in 1-2 sentences.**

<b>OUR UVP</b>	
----------------	--

How will we communicate our unique value more clearly in our branding and marketing?	
Are there products or services we should add to better deliver on our UVP for our customers?	

# TEAM MARKETING BRAINSTORMING

## Can we improve our referral program?

*Jot down ideas to improve existing program or create a new one, as well as how to promote it as a team.*

## What can we do to get more Google reviews?

*Brainstorm together what ideas would work best for your team and patients: post-op text message, printed cards, demonstrating how to leave a review in person with the patient, signage throughout the office, etc.*

## What can we do to get in front of new potential patients in the community?

# TEAM MARKETING BRAINSTORMING

What can we do to create stronger relationships with referring practices?

Do we have any new ideas for social media?

What videos could we shoot for social media?

*Use a smartphone to shoot 1-2 minute videos to teach, answer questions, or show off your practice's personality and culture.*

# TEAM MARKETING BRAINSTORMING

**Any new ideas for blog posts?**

*Tip: Real questions your patients ask are a great place to start for topic ideas!*

**What can we do to build stronger relationships with existing patients?**

**Do we have any new ideas to reactivate inactive patients?**

# MARKETING PLANNING + RESEARCH SUMMARY

## KEY TAKEAWAYS

### SWOT

Key Takeaways:

What we plan to do  
with what we've identified:

### CUSTOMER PERSONA

Key Takeaways:

What we plan to do  
with what we've identified:

### COMPETITION

Key Takeaways:

What we plan to do  
with what we've identified:

### UVP

Key Takeaways:

What we plan to do  
with what we've identified:

# MARKETING PLANNING + RESEARCH SUMMARY

4 TOP MARKETING PRIORITIES FOR THIS YEAR

---

1.

2.

3.

4.

Other priorities to save for later:

# SECTION 2

---

# 12-MONTH MARKETING ACTION PLAN

# THIS YEAR'S MARKETING GOALS

*Year:* \_\_\_\_\_

<p><b>QUARTER 1</b> January   February   March</p> <p>Primary Marketing Focus:</p> <p>Current:</p> <p>Goal:</p>	<p><b>QUARTER 2</b> April   May   June</p> <p>Primary Marketing Focus:</p> <p>Current:</p> <p>Goal:</p>
<p><b>QUARTER 3</b> July   August   September</p> <p>Primary Marketing Focus:</p> <p>Current:</p> <p>Goal:</p>	<p><b>QUARTER 4</b> October   November   December</p> <p>Primary Marketing Focus:</p> <p>Current:</p> <p>Goal:</p>

# QUARTERLY MARKETING PLAN

Date: 11/18/21

**SAMPLE**

**MARKETING FOCUS:** Get more Google reviews

<b>CURRENT:</b> 16 Google reviews	<b>GOAL:</b> 100 Google reviews
<b>DEADLINE:</b> March 31	

**CUSTOM HASHTAG:** #SmileDentalCareFeedback

Task	Assigned to	Due Date	Completed
Print reviews desk displays/cards & place throughout office	Jessica	Feb 22	<input checked="" type="checkbox"/>
Add Google review link to post-op emails	Tara	March 12	<input type="checkbox"/>
Set up a team practice session on how to ask for reviews (use video from Roadside)	Janet	Jan 28	<input checked="" type="checkbox"/>
Set up team contest	Janet	March 15	<input checked="" type="checkbox"/>
Post Google review link on Facebook	Amanda	March 28	<input checked="" type="checkbox"/>
Order "Have you left a review?" pins for team	Janet	Feb 28	<input type="checkbox"/>
Set up/send "Share your experience" email to active patients	Abby	March 1	<input type="checkbox"/>

## END OF QUARTER REVIEW:

Did we meet our goal?  Yes  No

If no, what were the barriers? \_\_\_\_\_

Final results: We got 110 Google reviews!

Notes and suggestions for next time: \_\_\_\_\_

# QUARTERLY MARKETING PLAN

Date: \_\_\_\_\_

MARKETING FOCUS: \_\_\_\_\_

<b>CURRENT:</b>	<b>GOAL:</b>
<b>DEADLINE:</b>	

Task	Assigned to	Due Date	Completed
			<input type="checkbox"/>

## END OF QUARTER REVIEW:

Did we meet our goal?  Yes  No

If no, what were the barriers? \_\_\_\_\_

Final results: \_\_\_\_\_

Notes and suggestions for next time: \_\_\_\_\_

# QUARTERLY MARKETING PLAN

Date: \_\_\_\_\_

MARKETING FOCUS: \_\_\_\_\_

<b>CURRENT:</b>	<b>GOAL:</b>
<b>DEADLINE:</b>	

Task	Assigned to	Due Date	Completed
			<input type="checkbox"/>

## END OF QUARTER REVIEW:

Did we meet our goal?  Yes  No

If no, what were the barriers? \_\_\_\_\_

Final results: \_\_\_\_\_

Notes and suggestions for next time: \_\_\_\_\_

# QUARTERLY MARKETING PLAN

Date: \_\_\_\_\_

MARKETING FOCUS: \_\_\_\_\_

<b>CURRENT:</b>	<b>GOAL:</b>
<b>DEADLINE:</b>	

Task	Assigned to	Due Date	Completed
			<input type="checkbox"/>

## END OF QUARTER REVIEW:

Did we meet our goal?  Yes  No

If no, what were the barriers? \_\_\_\_\_

Final results: \_\_\_\_\_

Notes and suggestions for next time: \_\_\_\_\_

# QUARTERLY MARKETING PLAN

Date: \_\_\_\_\_

MARKETING FOCUS: \_\_\_\_\_

<b>CURRENT:</b>	<b>GOAL:</b>
<b>DEADLINE:</b>	

Task	Assigned to	Due Date	Completed
			<input type="checkbox"/>

## END OF QUARTER REVIEW:

Did we meet our goal?  Yes  No

If no, what were the barriers? \_\_\_\_\_

Final results: \_\_\_\_\_

Notes and suggestions for next time: \_\_\_\_\_

# SECTION 3

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## **MARKETING RESOURCES + TOOLS FROM ROADSIDE**

# SOCIAL MEDIA TRACKING

## MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

Use this to track your followers on various social networks. Log your starting number and date and then the ending number after a period of time (we recommend tracking for three months at a time).

Platform	Start	End	+ / -
 Instagram			
 Facebook			
 YouTube			
 Twitter			
 Pinterest			
 LinkedIn			
 Email List			

### NOTES:

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# MONTHLY MARKETING PLANNING

MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

*Month:* \_\_\_\_\_

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>

NOTES / FOCUS:

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# WEEKLY CHECKLIST *Date:* \_\_\_\_\_

## MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

Believe it or not, you and your team can accomplish simple marketing tasks in just a few minutes a day!

**How to use this checklist:** Fill it in together as a team during Monday's morning huddle. Make it fun - bring in lattes and treats and ask the team for fun ideas for social media, getting reviews, and blogging. Team members will feel more ownership if they have a share in brainstorming the ideas and volunteering for the tasks they're most interested in! Assign tasks and check back in at the end of the week to review. Ready, set ... GO!

**WHAT'S OUR MARKETING FOCUS?**

**DISCUSS AS A TEAM: WHAT ARE OUR GOALS FOR THIS WEEK?**

Task	Assigned to	Completed
Write & publish a blog post; promote it on social media.		<input type="checkbox"/>
Shoot a smartphone video.		<input type="checkbox"/>
Take a fun photo with a patient.		<input type="checkbox"/>
Schedule social posts.		<input type="checkbox"/>
Respond to comments on social media.		<input type="checkbox"/>
Respond to comments on blogs.		<input type="checkbox"/>
Record a short video of a team member.		<input type="checkbox"/>
Show a patient how to leave a review online.		<input type="checkbox"/>
Help a patient "like" our Facebook page.		<input type="checkbox"/>
Tell a patient about our referral program.		<input type="checkbox"/>

Patients to show how to leave a review: \_\_\_\_\_

Patients to tell about our referral program: \_\_\_\_\_

# 30 DAYS OF SOCIAL MEDIA CONTENT IDEAS

MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

## A MONTH OF MARKETING INSPIRATION

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
		Give a virtual “high-five” to an employee in the practice who killed it this week	Post a common question w/ the answer + a link to a page on your website with more info	Share a “behind the scenes” video	Show your face! Snap a selfie while working	Share a video tour of the office
Review a product your audience would be interested in	Link to a blog or profile you admire that your patients would love too	Share an inspirational or funny quote relating to dentistry	“On the go” - traveling to/ from the office or at an event	Take a photo of a unique piece of technology and say how it benefits patients	Re-share an older blog post	Share three reasons you love what you do
Ask your peeps to follow you on another platform	Share an article that answers a common question from patients	Give a sneak peek of a new service or technology	Employee spotlight - interview one of your employees	Calendar of events - what’s coming up in the practice or community?	FAQ about a specific service	Recommend your favorite restaurant
Share your referral program	Take a brief video testimonial of a patient	Describe how you use reviews to improve your practice	Tell people why you decided to become a dentist	Throwback - share a childhood photo	Recommend a book you’re loving right now	Share a silly comic or funny video related to dentistry
Snap a photo of something that helps you get through your work day	Team selfie! Snap a fun photo during your morning huddle	Give another small business in the community a shout out	Post last-minute appointment openings			

# DENTAL-RELATED HASHTAGS

Use these hashtags below in your posts. Some hashtags are more competitive than others based on the amount of posts, which could affect how much exposure your post will get. Hashtags for each category are listed in a general order of difficulty.

## RESTORATIVE DENTISTRY:

#restoratedentist  
#restoratedentistryspecialists  
#restoratedental  
#neuromusculardentistry  
#missingteeth  
#missingtooth  
#restoratedentistry  
#prosthodontics

## COSMETIC DENTISTRY:

#improveyoursmile  
#improveyoursmiletoday  
#improveyoursmilenow  
#improveyoursmileimproveyourlife  
#improveyoursmilein1hour  
#lifechangingsmiles  
#smilebeforeandafter  
#smilebeforeafter  
#hollywoodsmiles  
#smiletransformation  
#newsmile  
#newsiles  
#beautifulsmiles  
#perfectteeth  
#cosmeticdentistry  
#cosmeticdentist  
#smilemakeover  
#smiledesign  
#hollywoodsmile  
#perfectsmile  
#aestheticdentistry  
#estheticdentistry

## VENEERS:

#dentalveneers  
#porcelainveneers  
#compositeveneers  
#emaxveneers  
#veneers\_smile  
#celebritysmile  
#veneers

## PEDIATRIC / KIDS DENTISTRY:

#kidsdentalcare  
#pediatricdentist  
#kidsdentist  
#kidsdentistry  
#kidsdental  
#childrensdentistry  
#childrensdentist  
#pediatricdentistry

## TEETH WHITENING:

#teethwhiten  
#professionalteethwhiteningkit  
#teethwhitener  
#teethwhiteningkit  
#whitesmiles  
#professionalteethwhitening  
#teethwhiteningtraining  
#teethwhitening  
#whiteteeth  
#whitesmile  
#pearlywhites

## EMERGENCY:

#dentalemergencies  
#dentalemergencyservice  
#dentalemergenciesonly  
#dentalemergencyservices  
#dentalemergency24h  
#emergencydentalcare  
#emergencydentist  
#emergencydental  
#dentalemergency  
#toothpain

## FAMILY DENTISTRY:

#familydentalcare  
#familydentists  
#familydentistry  
#familydentalclinic  
#familydentist

## INVISALIGN & ALIGNERS:

#invisalignproblems  
#invisaligndentist  
#invisaligndentists  
#invisalignresults  
#invisaligndoctor  
#invisalignprovider  
#invisalignsmile  
#invisalignteen  
#invisalignbeforeandafter  
#invisalignjourney  
#invisalignsmile  
#clearaligners  
#clearaligner  
#invisalign

## CROWN/CEREC:

#cerecedentist  
#cerecedentistry  
#cerecedentists  
#cereccrowns  
#samedaydentistry  
#samedaycrown  
#singlevisitdentistry  
#dentalcrownsandbridges  
#dentalcrownspecial  
#dentalcrowns  
#dentalcrown  
#samedaycrowns  
#ceredoctors  
#cerec

## DENTAL IMPLANTS:

#dentalimplantssurgery  
#implantdentures  
#implantdenture  
#dentalimplant  
#dentalimplantsurgery  
#dentalimplantology  
#implantdentistry  
#implantdentist  
#dentalimplants

# DENTAL-RELATED HASHTAGS

## DENTAL HYGIENE:

#flossyourteeth  
#healthysmilesforlife  
#oralhygieneisimportant  
#oralhygieneinstructions  
#dentalcheckup  
#brushyourteeth  
#dentalhygiene  
#dentalcleaning  
#oralhygiene  
#oralhygienetips

## GENERAL DENTAL TERMS:

#dentalclinic  
#dentaloffice  
#dental  
#dentalhygienist  
#dentalassistant  
#dentist  
#dentistry  
#dentistlife

## DENTAL FEAR:

#dentalfear  
#dentalfears  
#dentalanxiety  
#dentalanxietyisreal  
#fearofdentist  
#fearofdentists  
#dentalphobia  
#dontfearthedentist  
#lovethedentist  
#ilovethedentist

## BOTOX:

#botoxdentist  
#preventativebotox  
#botoxformen  
#botoxcosmetic  
#botoxbeforeandafter  
#botoxfiller  
#botoxfacial  
#antiagingtreatment  
#antiagingtreatments  
#antiagingtips  
#antiagingskincare  
#youthfulskin  
#botox  
#aginggracefully  
#skingoals

## SMILING:

#startyoursmilejourney  
#confidentsmiles  
#smiledesigner  
#smileoften  
#smileandbehappy  
#smilebig  
#smileoftheday  
#smileisthebestmakeup  
#smileday  
#smilejourney  
#smileon  
#smiletoday  
#healthysmile  
#smilewithconfidence  
#loveyourmile  
#smilelikeyoumeanit  
#smile  
#smilemore  
#smile 😊  
#smile 😄  
#smiles 😊  
#smiles  
#smilealways  
#smilesmilemile  
#smileeveryday  
#smileforever  
#smilefordays  
#beautifulsmile

## ORTHODONTICS:

#clearbracesmile  
#clearbracesmile  
#bracesoff  
#bracesbeforeandafter  
#braceslife  
#bracesproblems  
#clearbraces  
#straightsmile  
#teethstraightening  
#orthodontics  
#braces  
#straightteeth

## BRIDGES:

#dentalbridges  
#dentalbridgework  
#dentalbridge  
#crownandbridge

## SEDATION DENTISTRY:

#sedationdentistryrocks  
#sedationdentist  
#dentalsedation  
#sedation  
#sedationdentistry

## ROOT CANALS:

#rootcanaltreatment  
#rootcanaltreatments  
#rootcanalretreatment  
#painlessrootcanal  
#toothsensitivity  
#rootcanals  
#rootcanaltreatment  
#rootcanaltherapy  
#rootcanalspecialist  
#rootcanal  
#endodontics

## FREE CONSULTATIONS + SECOND OPINION:

#getsecondopinion  
#secondopinions  
#secondlook  
#freeconsultations  
#freeconsult  
#secondopinion  
#freeconsultation

## MISC:

#dentistsofinsta  
#smiletips  
#dentalofficelife  
#dentaltips  
#dentistrylove  
#dentistrylifestyle  
#dentistryhumor  
#dentistryisfun  
#bestdentist  
#bestdentistever  
#weloveourpatients  
#instadentist  
#dentistsofinstagram  
#dentallife  
#dentistrylife  
#dentistryworld  
#dentistrymyworld

# HOW TO REGULARLY INTERACT WITH YOUR AUDIENCE

- 1 PLAN.** Set aside a reasonable amount of time each day or each week to review your feed and interact with others (we recommend 10-15 minutes daily).
- 2 RESPOND.** Respond to comments on your posts. Answer questions, interact, thank followers for their engagement, etc. Consider asking follow-up questions when appropriate to keep the conversation going!
- 3 INTERACT.** Scroll through your feed with the aim to comment on a few posts by others. There's no need for your comment to be salesy or promotional - just be conversational!
- 4 RESHARE.** While reviewing your feed, keep an eye out for content to reshare. This should be content your audience would find interesting, funny, or valuable. Aim to reshare 1-2 posts each week.
- 5 MONITOR GROUPS.** Check your Facebook Groups for activity and review if there are any conversations you can contribute to or if there's a conversation topic you can raise. Look for opportunities to be of service, answer questions, and help others.

## GROWTH TIPS FROM USING HASHTAGS:

- Don't feel like you need to use all these hashtags in each post! Choose 5-10 hashtags most relevant to the topic you're posting about.
- Consider placing the hashtags in a comment instead of in the caption to look less spammy.
- If you're active on Twitter and Instagram, use these hashtags there as well.
- Use a mix of hashtags based on competitiveness to diversify your potential reach.

# 📅 SOCIAL CALENDAR: JANUARY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
					1 New Year's Day	2 Personal Trainer Day
3	4 Trivia Day	5	6 Technology Day	7	8 Bubble Bath Day	9 Vision Board Day Take the Stairs Day
10	11 Clean Off Your Desk Day	12	13	14 Dress Up Your Pet Day	15 Bagel Day Hat Day	16
17	18 Martin Luther King Jr. Day	19 Popcorn Day	20 Cheese Lover's Day Inauguration Day	21 Get to Know Your Customers Day	22	23 Pie Day
24 Green Juice Day	25	26	27 Chocolate Cake Day	28 Fun at Work Day	29 Puzzle Day	30
31 Hot Chocolate Day						

## JANUARY IS:

Family Fit Lifestyle Month  
Mentoring Month

### ANYTIME POST IDEAS:

- Share your team's New Year's resolutions
- Share a silly joke or funny video
- Snap a photo of something that helps you get through your work day
- Team selfie! Snap a fun photo during your morning huddle

### OUR SOCIAL IDEAS:

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# 📅 SOCIAL CALENDAR: FEBRUARY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2 Groundhog Day	3	4 World Cancer Day	5 Give Kids a Smile® Day	6
7 Send a Card to a Friend Day	8	9 Toothache Day Pizza Day	10	11 Make a Friend Day	12	13
14 Valentine's Day	15 Presidents Day	16 Mardi Gras	17 Random Acts of Kindness Day	18 Drink Wine Day	19	20 Love Your Pet Day
21	22 Margarita Day	23 Banana Bread Day	24	25 Chili Day	26	27
28 Tooth Fairy Day						

## FEBRUARY IS:

National Children's Dental Health Month  
Pet Dental Health Awareness Month  
American Heart Month  
Black History Month

### ANYTIME POST IDEAS:

- Give another business in the community a shout out
- Cross-promote with a local vet for Pet Dental Health Month
- Post last-minute appointment openings
- Give a virtual "high-five" to an employee who did a great job!

### OUR SOCIAL IDEAS:

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# 📅 SOCIAL CALENDAR: MARCH 2021

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2 Read Across America Day	3 World Wildlife Day	4 Grammar Day	5 Employee Appreciation Day	6 Dentist's Day
7 Dental Assistants Recognition Week	8 International Women's Day	9	10 Pack Your Lunch Day	11 Popcorn Lover's Day	12 World Sleep Day	13
14 Pi Day Daylight Savings	15 Napping Day	16	17 St. Patrick's Day	18 Awkward Moments Day	19 Let's Laugh Day	20 First Day of Spring International Day of Happiness
21	22	23 Puppy Day	24	25	26 Make Up Your Own Holiday Day	27
28	29	30 Doctor's Day	31			

**MARCH IS:**  
National Nutrition Month  
Women's History Month

**ANYTIME POST IDEAS:**  
Post your favorite healthy recipes throughout the month  
Post a common question w/ the answer + a link to a page on your website with more info  
Share a "behind the scenes" video  
Snap a selfie while doing one of your daily tasks

**OUR SOCIAL IDEAS:**

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# 📅 SOCIAL CALENDAR: APRIL 2021

SUN	MON	TUE	WED	THU	FRI	SAT
				1 April Fools' Day	2 World Autism Awareness Day	3
4 Easter Dental Hygienists Week	5	6	7 World Health Day	8	9	10 Siblings Day
11 Pet Day	12	13	14	15 High Five Day Get to Know Your Customers Day	16 Wear Your Pajamas to Work Day	17
18	19	20	21 Administrative Professionals Day	22 Take Our Daughters and Sons to Work Day Earth Day	23 World Book Day	24
25 Telephone Day	26	27	28	29 International Dance Day	30 Adopt a Shelter Pet Day Arbor Day	

**APRIL IS:**  
Oral Cancer Awareness Month  
National Facial Protection Month  
Youth Sports Safety Month  
Stress Awareness Month

**ANYTIME POST IDEAS:**  
Promote an oral cancer screening event  
Post a photo of a patient with his/her sports mouth guard  
Share an informal video tour of the office  
Thank your followers!  
Describe how you use reviews to improve the practice

**OUR SOCIAL IDEAS:**

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# 📅 SOCIAL CALENDAR: MAY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
						1 Fitness Day
2	3	4 Teachers' Day Star Wars Day	5 Cinco de Mayo	6 Nurses Day	7	8 Have a Coke Day
9 Mother's Day Women's Health Week	10 Clean Up Your Room Day	11	12 Receptionist Day	13 Apple Pie Day	14	15
16 Love a Tree Day	17	18 International Museum Day	19	20	21 Pizza Party Day Bike to Work Day	22
23	24 Scavenger Hunt Day	25 Wine Day	26 Senior Health + Fitness Day	27	28 International Burger Day	29 Paperclip Day
30	31 Smile Day World No-Tobacco Day Memorial Day					

**MAY IS:**

- Save Your Tooth Month
- Global Employee Health and Fitness Month
- National Bike Month
- Better Sleep Month
- Skin Cancer Awareness Month

**ANYTIME POST IDEAS:**

- Share your team's favorite ways to work out
- Tell people why you decided to become a dentist, orthodontist, hygienist, etc.
- Throwback Thursday - share childhood or college photos of the team
- Recommend a book you're loving right now

**OUR SOCIAL IDEAS:**

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# 📅 SOCIAL CALENDAR: JUNE 2021

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Say Something Nice Day	2 Running Day Leave The Office Early Day	3	4 Donut Day	5
6 Higher Education Day Cancer Survivor's Day	7	8 World Oceans Day Best Friend Day	9	10	11	12 Peanut Butter Cookie Day
13	14	15 Smile Power Day	16	17	18	19 Juneteenth
20 Father's Day First Day of Summer	21 Selfie Day International Yoga Day	22	23	24 Handshake Day	25 Take Your Dog to Work Day	26 Toothbrush Day
27	28	29	30 Social Media Day			

**JUNE IS:**

- Migraine and Headache Awareness Month

**ANYTIME POST IDEAS:**

- Review a product your audience would be interested in
- Link to a blog or profile your patients would love
- Share an inspirational or funny quote related to dentistry

**OUR SOCIAL IDEAS:**

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## 📅 SOCIAL CALENDAR: JULY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Postal Worker Day	2	3
4 Independence Day	5	6 World Kissing Day	7 World Chocolate Day	8	9	10
11	12	13	14 Mac and Cheese Day	15 Get to Know Your Customers Day Give Something Away Day	16	17 World Emoji Day
18 Ice Cream Day	19	20	21	22	23	24
25 Wine and Cheese Day	26	27	28	29	30 International Day of Friendship	31

### JULY IS:

Parks and Recreation Month

National Ice Cream Month

Time for back to school reminders!

### ANYTIME POST IDEAS:

"On the go" - traveling to/from the office

Take a video of a unique piece of tech and describe how it benefits patients

Calendar of events in the practice or community

### OUR SOCIAL IDEAS:

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## 📅 SOCIAL CALENDAR: AUGUST 2021

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Coloring Book Day Friendship Day	3	4 Chocolate Chip Cookie Day	5 Work Like a Dog Day	6 International Beer Day Fresh Breath Day	7
8 International Cat Day	9 Book Lovers Day	10	11	12	13 International Lefthanders Day	14
15 Relaxation Day	16 Tell a Joke Day	17	18	19 World Photo Day	20	21
22 Tooth Fairy Day	23	24	25 Kiss and Make Up Day	26 Dog Day	27	28
29	30	31				

### AUGUST IS:

Time for back to school reminders!

### ANYTIME POST IDEAS:

FAQ about a specific service

Recommend your favorite restaurant

Share your referral program details

### OUR SOCIAL IDEAS:

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# 📅 SOCIAL CALENDAR: SEPTEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4 World Beard Day
5	6 Read a Book Day Labor Day	7 Beer Lover's Day	8	9 Teddy Bear Day	10 Stand Up To Cancer Day	11 Patriot Day
12 Grandparents Day	13	14	15	16	17	18 Cheeseburger Day
19	20	21	22 First Day of Fall	23	24	25
26 Family Health and Fitness Day	27	28 Good Neighbor Day	29 Women's Health and Fitness Day	30		

## SEPTEMBER IS:

Office Manager  
Appreciation Month

Childhood Cancer  
Awareness Month

National Self-Improvement  
Month

National Preparedness  
Month

Time to start reminding patients to use their unused insurance benefits before the end of the year!

## ANYTIME POST IDEAS:

Take a brief video testimonial from a patient

Re-share an older (but still relevant!) blog post

Share three reasons why you love what you do

## OUR SOCIAL IDEAS:

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# 📅 SOCIAL CALENDAR: OCTOBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
					1 World Smile Day International Coffee Day	2
3 Techies Day	4 Taco Day	5 Do Something Nice Day World Teachers' Day	6	7	8	9
10	11	12	13	14 Dessert Day	15	16 Boss' Day
17	18	19	20	21 Get to Know Your Customers Day	22	23 Make a Difference Day
24	25	26 Pumpkin Day	27	28	29	30 Cat Day
31 Halloween						

## OCTOBER IS:

National Dental  
Hygiene Month

Breast Cancer  
Awareness Month

National Bullying  
Prevention Month

Time to remind patients to use their unused insurance benefits before the end of the year!

## ANYTIME POST IDEAS:

Ask your peeps to follow you on another network

Share a post from an industry leader (ADA, AGD, AADOM, AACD, etc.)

Give a sneak peek of something new

## OUR SOCIAL IDEAS:

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## 📅 SOCIAL CALENDAR: NOVEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Brush Day	2	3 Sandwich Day	4 Candy Day	5	6 Nachos Day
7 Daylight Savings Time	8	9	10	11 Veterans Day	12	13 World Kindness Day
14 Spicy Guacamole Day	15 America Recycles Day	16	17	18	19 International Men's Day	20 Universal Children's Day
21	22	23	24	25 Thanksgiving	26 Black Friday Flossing Day Cake Day	27 Small Business Saturday
28	29 Cyber Monday	30				

### NOVEMBER IS:

TMJ Awareness Month

Diabetes Awareness Month

Lung Cancer Awareness Month

### ANYTIME POST IDEAS:

With the holidays approaching, share any adjustments to your office schedule

Create a sense of urgency - final reminders for patients with unused insurance benefits to book before the end of the year

Promote teeth whitening for holiday gifts

Post what you're grateful for

### OUR SOCIAL IDEAS:

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## 📅 SOCIAL CALENDAR: DECEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4 Cookie Day
5	6	7	8	9	10 Human Rights Day	11
12	13	14	15	16 Chocolate Covered Anything Day	17	18 Bake Cookies Day
19	20	21 Crossword Puzzle Day First Day of Winter	22	23	24 Christmas Eve	25 Christmas Day
26 Thank You Note Day	27	28 Card Playing Day	29	30	31 New Year's Eve	

### DECEMBER IS:

Safe Toys and Gifts Month

### ANYTIME POST IDEAS:

With the holidays approaching, share any adjustments to your office schedule

Promote teeth whitening for holiday gifts

### OUR SOCIAL IDEAS:

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# BASIC BLOG FORMULA

## MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

### 1. Choose Your Topic.

- Decide on a direction and purpose for your blog.

### 2. Write the Introduction.

- Consider why your reader will be interested in your blog, and add a “hook” to keep reading.

### 3. Follow with Three Supporting Sections.

- Include clear subheadings that give an idea of what the section is about.
- Provide supporting details. Answer who, what, why, and how.
- Use bullet points to list facts, examples, expert opinions, etc.
- Outline the benefits of your topic for the reader. “What’s in it for me?”

### 4. Wrap Up with the Conclusion.

- Tie back to your introduction.
- Summarize the main points and emphasize the benefits for the reader.
- Motivate the reader to take the next action. Make it clear and specific.

### 5. Make it Great!

- Add a quote.
- Add links to supporting or related information.
- Add images or video.
- Proofread.

### 6. Share it.

- Post a link to the blog post on your social media accounts - Facebook, LinkedIn, Twitter, etc.
- If you send patients regular email newsletters, include a link to your new blog post.
- If you mentioned or linked to any local businesses or organizations, reach out to them via social media and share the link. Ask if they’ll share the post with their followers.

# BLOG TOPIC IDEAS

## MARKETING RESOURCES - COMPLIMENTS OF ROADSIDE DENTAL MARKETING

### **Create a how-to blog.**

*How to floss like a boss.*

### **Create a top tips blog.**

*Top tips to keep your teeth white after whitening.*

### **Share three resources.**

*Our three favorite restaurants in Spokane!*

### **Make a list.**

*5 important things to remember after a tooth extraction.*

### **Make a cheat sheet.**

*Cheat sheet: Tips to keep your smile healthy between checkups.*

### **Explain a passion.**

*Giving free dentistry to those in need in Haiti.*

### **Write about what's happening now.**

*Behind the scenes of our office remodel.*

### **Answer customer questions.**

*Your top dental insurance questions - answered!*

### **Write about what's trending.**

*Oil pulling - what is it? Does it really work?*

### **Share a current promotion.**

*Refer your friends and reap the rewards!*

### **Share a case study.**

*See how implants changed Hannah's life and confidence!*

### **Write about a local place.**

*3 things to do in Spokane this weekend.*

### **Share healthy lifestyle tips.**

*Healthy recipe of the month: Grilled citrus salmon.*

### **Explain industry information.**

*How Velscope screening is saving lives.*

### **Interview someone.**

*Ask Dr. Smith: Is teeth whitening actually safe?*

# HELLO!

I hope you've enjoyed the tools in your 12-Month Marketing Action Plan Workbook!

Within its pages, we've included our favorite resources to help you formulate a winning marketing game plan year after year.

We know, however, that it **can be a big challenge to find the time and resources** to implement your marketing plans effectively to reach the biggest ROI.

If that's a challenge you're facing, **I'm here to help.**

Before joining Roadside, I spent 20+ years in dental practices, so I know what it feels like to wear a LOT of different hats and to have an overwhelming number of "to-do's" on the to-do list.

I'd like to invite you to book time on my calendar (simply click the button below) to find out how we can help you reach your revenue and business goals.

**BOOK A NO-OBLIGATION APPOINTMENT**

*← Click here!*

If you have any trouble with the button, you can also type [tinyurl.com/angela-rs-chat](https://tinyurl.com/angela-rs-chat) into your internet browser.



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Website Design	Search Engine Optimization	Reviews + Reputation
Logo Design	Local Search Optimization	Lead Generation
Printed Marketing Materials	Content Marketing	Pay per Click Ads
Social Media DIY Tools + Coaching	Video Creation + Optimization	Facebook Ads