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Emotionally branded websites – the tipping point

How much time do you spend marketing your dental practice? How much energy do you invest trying to generate new leads and find new patients to add to your books? One of the most cost-effective marketing strategies today is to set up in a website. However, while numerous dental practices now have their own website, many teams still find that their phones aren't ringing and they're not generating any leads. Their website may contain all the latest features, but still there's something missing – that special something to take the website on to the next level.

The tipping point

In the early days of the internet, dental websites were used primarily as a way to provide information. In the years that followed the best websites contained four dimensions: information, education, marketing and call to action. But now in 2014 there is a fifth dimension that we need to add to this list: emotional branding.

Put simply, emotional branding is the 'next level' of online marketing. It goes beyond merely showing people what you offer, and educating them about their oral health, and instead draws them in, sending them over that 'tipping point' where they take the firm decision to contact you about treatment.

In today's highly competitive world emotional branding is everything. The market is just so crowded these days that every dental practice out there is competing for the same business. This is why you have to make sure your website stands out and is sufficiently engaging that patients are compelled to either email or call.

Emotional branding

At Dental Focus @ 'Websites for your profit' we aim to create websites that are emotionally branded, that hit those emotional points. We've spent time understanding the difference between our most successful websites and our average websites and analysing the things that really work and generate leads.

The difference we've found is that while our average websites address patients' concerns about the practice and clinicians, the best websites create an emotional 'hook' and address concerns on a much deeper level. Remember, dental treatment is an emotional purchase. If you are waiting for the patient to sit in the chair before making that emotional investment in your practice then you are already starting

off on the wrong foot. Ideally emotional engagement needs to start on the website – at the patient's very first point of contact with your practice.

Bringing it all together

A successful dental practice website is a combination of technical features and content. Once you've got a fast-action mobile website, LIVE appointment booking and Google-friendly blogs the next step is to think about content. This shouldn't just include generic treatment information and details about your members of staff – it should include content designed to engage patients, to create *stories* around patients who have had treatment with you.

The language you use then should be geared around selling the benefits of your treatments in a simple and effective way that patients understand. Remember, to most patients a dental implant doesn't mean very much at all. This is because it's not 'implants' that patients want – it's the chance to regain their smile.

Once your emotional branding has done its work, it's then that the technical features really come into their own. Once a patient has been 'hooked', you need to make it as easy as possible for them to get in touch. LIVE appointment booking is a major development that many of the best practice websites have adopted, while mobile websites should incorporate a button to let patients 'call now' without having to copy your number down and type it in.

The next level

In the competitive world of online dental marketing, emotional branding is everything. It's just not good enough to have just information, education, marketing and a call to action any more. You shouldn't just *tell* people to call your practice; you should make them *want*

to call you (after all, it's their choice). Because if your website isn't emotionally compelling then you can bet that your visitors will go away and look elsewhere.

At Dental Focus @ we're really excited about 2014, as we will be taking all of our new websites up to the next level. We are also encouraging all of our 538+ clients to update their websites under our Customer Service Plan, so they too can be on the same level as our best performing websites. This will ensure our clients are benefiting from our valuable research and are attracting more high value patients to help their businesses grow.

To find out how you too can have an emotionally branded website for your practice, contact Dental Focus @ for a free consultation today.

For more information call **020 7183 8388**, or visit **www.dentalfocus.com**

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