



# Telling your story: Content is king

By Rick Brandtjen, GroupOne Marketing

*“When someone feels connected to a dentist or practice they are more likely to become a patient. There are several ways that storytelling can boost your marketing results and patient conversions.”*

**W**hen it comes to marketing your practice, there’s a variety of digital and traditional channels available. And while they all have unique benefits and strategies, they also have one thing in common: content is king. Whether it’s your website, social media posts, digital ads, or even non-digital channels such as postcards or print ads, to connect with potential patients you need to tell your own unique story.

Every day, potential patients are bombarded with companies, products and services competing for their attention and their dollars. That’s what makes telling your story so important. All of us absorb stories more readily than we do facts and figures. We pay attention to stories. We relate to stories. Most importantly, we remember stories because they make a deeper human connection.

When someone feels connected to a dentist or practice they are more likely to become a patient. There are several ways that storytelling can boost your marketing results and patient conversions. While technology, variety of services, and credentials matter to patients, when people envision sitting down in the dental chair at a new office, they are thinking about facing a stranger and trusting that person to perform potentially uncomfortable procedures.

Start to break down those walls by **using your bio on your practice website** and in social media posts to give patients a window into not just you the dentist, but the person behind the

white jacket. Talk about your hobbies, favorite sports teams, where you grew up, what inspired you to become a dentist, your family...anything you’re comfortable sharing that will connect with your patients on a personal level.

Second, be sure to **tell the story of your practice**. The philosophies behind how you and your staff view the art, science and business of oral health care. Outline your approach to care and the patient experience. Introduce your staff with the same personal approach in staff bios, so a new patient feels a connection with each staff person they encounter. Be sure to tell this part of the story from the patient’s point of view. You won’t engage patients with self-centered praise for the practice; instead, tell patients how your practice will have a positive impact on their lives.

Next, **tell patient stories**. Video testimonials of patients discussing how dental treatment changed their lives are some of the most powerful marketing materials. Patient stories are important, but you need to be mindful of HIPAA here. Keep information anonymous or get proper written consent.

Before telling your practice’s story, here are some thoughts to keep in mind:

- **Define your key message.** To keep focused, define the core message of your story. Try to summarize the concept in 7-10 words. (e.g. “We believe the dental experience should be fun.” “The latest technologies for the best results.”)
- **Know your audience.** Who are you trying to attract? You tell different stories to different people. A mom looking for a dentist for her family needs to hear a different story than a retired man.

Finally, creating your story is only half the battle. You now need to decide where to tell your story. Remember that the more ground you cover (in other words, the more platforms you use to share your story), the more engagement you’ll find. Written stories are told through your website, social media posts, blog posts and email blasts. Visual stories such as patient testimonials and fun staff videos are perfect for Facebook and Instagram posts.

Rick Brandtjen is president/creative director for Group One Marketing, and a longtime partner of the Wisconsin Dental Association with more than 30 years of experience in oral healthcare marketing. Reach Rick at [rick@g1marketing.com](mailto:rick@g1marketing.com).

