



3 *YouTube for Dentistry:* **STEPS FOR SUCCESS**

Using video marketing to grow your practice, retain patients, and improve your online reputation

A Sesame Guide to Practice Success



Everyone knows that Google® is the top search engine on the Internet, but did you know what the second most popular search engine is? Most people would think it's Bing® or Yahoo!®, but in reality YouTube is used more often for search than Yahoo! or Bing, according to a June 2011 study by Socialnomics.

Your patients may not be uploading their own videos—yet—but according to YouTube, hundreds of millions of videos are being watched on YouTube daily.

The proof is in the data:

- *72 hours of video being uploaded every minute*
- *4 billion videos are being viewed on YouTube daily*
- *71% of Americans use video-sharing sites such as YouTube and Vimeo. This is a 66% increase from a year earlier in the 2011 Pew Internet poll.*

Why not take advantage of this by creating videos that promote your practice to someone who hasn't even stepped foot in your office?

Sesame Guides to Practice Success

As a leader in education and research in the dental industry, Sesame Communications has created the Guides to Practice Success (GPS), a series of educational resources with bite-sized, actionable tips you can start using to grow your practice today!

Topics Include:

- Social Media Marketing
- Search Engine Optimization
- Website Design
- Patient Engagement
- And Many More

Dr. Mark Powell in Jenison, MI, understands the value of YouTube, and regularly uses the video-based social networking site as a way to communicate with his current and prospective patients. In just three months, his practice filmed and uploaded 16 videos to their YouTube channel, a move that netted nearly 45,000 views.

There are many ways you and your staff can take advantage of the power of video. Whether filming patient testimonials or an office tour, dental practices everywhere are harnessing the influence of YouTube as a marketing tool. In the past, patients who were happy with their dentist or orthodontist would simply tell their family and friends about their experience or share their thoughts and gratitude in a greeting card.

Now, these same patients have become influential supporters in your quest to acquire new patients. The truth is, consumers frequently trust

the recommendations of their family, friends and peers, making YouTube and other social media outlets an ideal platform for influencers to spread their recommendations and purchase decisions. In fact, 60% of social media users create reviews of products and services—reviews that include written and video testimonials of your practice. Video testimonials allow you to control how new patients see your practice.

Nielsen Media Research, May 2011

Imagine a prospective patient who is searching for a new dentist online. Their research likely includes hunting for patient testimonials about your

practice around the web, whether on Google, Yelp or your YouTube channel. A YouTube channel that includes patient testimonial videos that say great things about their experience with your office helps you establish good rapport that can result in a new patient call. After all, a 2009 Nielsen Global Online Consumer Survey found recommendations from personal acquaintances or opinions posted by consumers online are the most trusted forms of advertising. Patient video testimonials, if done well, will help influence a prospective patient to pick up the phone and call your practice.

Learn how to get started with video in your practice with this step-by-step guide to dental effective video marketing!





Part 1:

Choosing your topic

There are so many great choices when it comes to filming a practice video! Your first step in producing a great video is choosing a topic. While patient video testimonials are a great way to attract new patients, here are five other video options you may choose from when picking up that camera or smartphone.

Completed treatment video:

Showcasing a patient's brand new smile and uploading the video across your social networks can be just as effective as a written patient review to somebody looking for a new dentist or orthodontist. Examples include a patient finishing major cosmetic work, or completing orthodontic treatment.

Doctor video:

You are the expert. Choose an oral health topic or treatment you're passionate about and set aside one-to-three minutes to explain—in everyday terms—why it's important to your patients to keep up with their oral healthcare at home or the importance of visiting your office.

Demonstration video:

What better way to show your work rather than simply talk about it? A great way to put a prospective patient at ease is to film a short video of you or one of your hygienists working on a patient. From showing patients how to properly floss teeth to demonstrating how clear aligners are put on, the options are endless.

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A “day in the life” or “welcome” video:

A short video that allows your prospective patients to get to know you and your staff before ever walking through your front doors is invaluable. Designate a treatment coordinator or your office manager to walk around the office and film everything from you talking to a patient about their treatment to showing outsiders what your team members do behind the scenes to make people comfortable before they even visit your office.

Patient contest video:

Showcasing patients having fun in the dental chair with the doctor and staff will help prospective patients relax about upcoming treatment. It also allows your patients to get involved and makes them feel like they are part of your dental community. Invite your patients to participate in a month-long or summer-long contest to stop by your office and share on camera what they enjoy most about their treatment. Reward them with a Starbucks gift card or other small prizes and watch their loyalty grow.



Part 2:

Filming your video

Now that you have an idea for a video, it's time to think about the equipment needed to turning your video idea into reality

Choosing the Camera:

So, which camera should you use for creating high-quality online videos?

While you can certainly go the route of purchasing a high-end, professional camera, it isn't essential to create great-looking, professionally-shot videos for your practice.

Most modern smartphones have cameras sufficient for many types of videos. If you or a team member owns a smartphone, you can easily capture video and upload it straight to your practice's social networks! Another option is the video mode on a point-and-shoot camera or handheld camcorder. Newer versions of these types of devices often are able to shoot high definition video and high quality audio, right out of the box.

Choosing the setting:

Next, you'll want to choose the setting for your shoot. Generally, your office can serve as a great background as it's a great idea to familiarize prospective patients with your office surroundings. Find a spot in the reception area in the consultation room to capture that office feel and decor. Taking your photo shoot outdoors is also an option, but be sure to test the audio and video quality of your outdoor settings first. If you have children participating in your video shoot, remember to get down to their level as your video will be a lot more effective coming from their perspective.

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Setting a duration:

Keep your videos short! Typically, your video should be anywhere from one-to-three minutes in length. When it comes to online video, it's a good idea to keep it brief. Anything longer than three minutes will cause your views to simply lose concentration and tune out.

Getting permission:

Whenever you're featuring patients online—whether through before-and-after photos, a YouTube video, or a Facebook post—you should always get written permission from the patient or their legal guardian beforehand. So, be sure to request permission before you capture any video of the patient.

Editing your video:

Depending on the type of video you're shooting, you may find it valuable to spend some time editing the video. For example, if you've captured different video sequences at different times, you'll want to use editing software on your computer or sometimes the camera itself to combine the sequences together.

It can be easy and tempting to spend a lot of time editing your videos, but in reality many of your videos may need minimal editing, if any! Just make sure the final edited video communicates your topic clearly.

**Part 3:**

Sharing your video with the world

Finally, the fun part—uploading your video to YouTube and sharing it with the world! After all, videos are a lot more fun when you can share them online with your current and prospective patients, and a video social network like YouTube is one of the best ways to do that.

Filling out the details:

In addition to the video itself, YouTube allows you to share a few details about the video. First, pick a short, descriptive title that explains what the video is about. Then, write a brief video description that includes a link back to your website if the viewer has questions. Finally, pick a category for your video, and add a few tags that explain what the video is about, such as: patient testimonials, office tour, dental tips. Completing this information as fully as possible helps the viewer learn more about your video and practice, all while helping YouTube and other search engines find your video.

Sharing your video:

Once your video has been uploaded to YouTube, you are able to watch it online and share it with others. Use the sharing buttons that appear below your video to post the video to Facebook, Twitter and other social networks, or even through email. Each time you create a new video, be sure to share the link to the video on your practice's Facebook page and other social networks. You can even add the video player to a website, so patients can check out all your videos straight from your practice website.

Check for feedback:

One of the best features of video-sharing sites like YouTube is the ability for viewers to provide feedback or ask questions about videos. Make sure to designate someone on your team to watch for feedback on your videos and other social networks, as well as respond to them in a timely fashion. Remember, a viewer commenting on one of your videos could be a prospective patient! If you prefer to not receive comments or ratings on your videos, you may disable these features on your videos. Simply visit the settings area of your YouTube account to do so.

Final Thoughts:

The fact is, YouTube is here to stay. YouTube is one of the top five most trafficked sites in the world, and is a great place to get engaged with your patients. While your videos might not get 50,000 views or go viral, your YouTube channel is an important asset to your practice brand; one that provides you with an authentic voice while helping you and your staff connect with patients. The added benefit is the fact that the costs of executing an effective online video campaign is negligible. YouTube, which is also becoming more search-engine friendly, helps that prospective patient to pick up the phone and schedule an appointment.

