

Digital Marketing Glossary

In today's digital age, effective marketing strategies are essential for dental practices to reach and engage with potential patients. This comprehensive glossary explores various digital marketing techniques and how they can be harnessed to maximize your practice's online presence. From website retargeting to lifestyle targeting, you'll discover the tools and strategies to attract and retain patients in the digital realm.



Contextual Advertising

Placing Your Ads in the Right Context

Contextual advertising allows you to display your ads on ad-supported websites when your targeted audience searches for relevant and related content. For example, your dental practice might place ads on health and wellness websites or online articles related to oral hygiene.



Email Marketing

Enhancing Awareness, Generating Leads, and Driving Sales

Email marketing is the practice of sending targeted emails to your patients and potential patients. You can use it to share dental tips, promote special offers, or provide updates about your clinic. Best practices include segmenting your audience, enhancing brand awareness, and creating compelling content that is sharable.



Email to IP

Precision Targeting with IP Addresses

Email to IP is a technique that uses a recipient's IP address (often linked to their personal or work email address) to display ads to them as they browse the internet. For instance, if a patient opens an email from your clinic, they might later see your practice ads on ad-supported websites as they navigate the internet.



Geofencing

Hyper-Targeted, Location-Based Marketing

Geofencing is a hyper-targeted marketing technique that reaches your audience based on their physical location. It involves creating virtual fences around specific geographic areas and then capturing a potential patient as they cross into the targeted area. You can use it to deliver ads to potential patients' mobile devices when they enter the vicinity of your dental clinic and other strategic locations.



Google Ads (PPC)

Boosting Brand Awareness and Website Traffic

Google Ads, also known as Pay-Per-Click (PPC) advertising, allows you to bid on keywords related to dental services. When users search for these keywords on Google, your ads can appear at the top of the search results. For example, a search for “dentist near me” will have your ad show up with any offers.



Keyword Retargeting

Following Potential Patients with Precision

Keyword retargeting involves showing ads to potential patients based on keywords they used from their previous search history. For example, if someone has searched for “teeth whitening,” they may see your dental clinic’s ads as they browse other websites.



Lifestyle Targeting

Connecting with High-Value Demographics

Lifestyle targeting enables you to reach your ideal patient demographic based on their interests, habits, and preferences. Instead of relying solely on demographic data such as age and location, lifestyle targeting delves into the psychographics of your potential patients, allowing you to tailor your marketing efforts to resonate with their unique needs and wants.



Pre-Roll Advertising

Captivating Audiences with Powerful Video Ads

Pre-roll advertising is a compelling way to reach audiences as they consume online video content, including platforms like YouTube. Dive into the strategies for creating attention-grabbing pre-roll ads that resonate with your target audience. Explore case studies and best practices to ensure your pre-roll ads leave a lasting impression.



Search Engine Optimization (SEO)

Boosting Your Google Search Rankings

SEO involves optimizing your dental practice's website to rank higher on search engine results pages (e.g., Google). By incorporating relevant keywords and improving website content, you can increase your online visibility to potential patients searching for dental services.



Streaming TV (CTV) Advertising

Maximizing Your Reach with Targeted Households

Streaming TV, or Connected TV (CTV) advertising, is a dynamic method to reach specific households as they stream content on platforms like Hulu or Roku. You can create targeted ads to promote your dental services to specific audiences in select neighborhoods or zip codes.



Website Retargeting

The Cornerstone of a Successful Digital Campaign

Website retargeting is a powerful method to engage potential patients who have visited your website. Even after they navigate away from your site, potential patients will be shown targeted ads as they browse the internet. For instance, if someone visits your website to learn about your services, they will later see your ads on news websites or social media.

As the digital marketing landscape continues to evolve, staying ahead of the curve is crucial for dental professionals. This glossary has equipped you with a comprehensive understanding of various digital marketing strategies and tools, from website retargeting to lifestyle targeting. Implement these techniques to effectively reach, engage, and retain patients in an increasingly competitive online world.

Ready to **RAMP UP** your dental marketing?

Contact RAMP today to take advantage of our **free strategy session** and start optimizing your digital marketing efforts today.



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