

Your Dental Marketing Plan

A simple, one-sitting plan to fill more chairs — written for dentists, not marketers.

How to use this: Print it. Fill it in one sitting (about 30 minutes) — pen, not perfection. Pin it where your team will see it. Review it on the first Monday of each month and update the scoreboard on the last page.

1 Your goal — what does a good year look like?

This year I want _____ new patients per month (right now it's about _____ per month).

The treatments I most want more of:

- ☐ Implants ☐ Invisalign / braces ☐ Veneers / cosmetic ☐ Whitening ☐ General / hygiene
☐ Emergency ☐ Other: _____

One new patient in my top treatment is worth roughly _____ to my practice.

So hitting my goal is worth about _____ more per month. *(new patients × value — this is your "why")*

2 Where you stand today — two minutes, honest numbers

Google rating: _____ stars, from _____ reviews.

Can a patient book online right now, in under a minute? ☐ Yes ☐ No

Roughly where do new patients come from today?

Referrals _____% · Google search / maps _____% · Paid ads _____% · Social _____% · Walk-in _____%

Busiest months: _____ Slowest months: _____

3 Your budget — what you'll invest each month

Monthly marketing budget: _____

Rule of thumb: many growing practices invest about 3–7% of revenue in marketing. If you're not sure, start smaller and increase what's working.

How I'll split it (suggested starting point in grey — adjust to your practice):

Where it goes	Suggested	My split
Getting found on Google (profile, reviews, local search)	50%	_____%
Website & online booking	20%	_____%
Reviews & reputation	15%	_____%
Paid ads (optional — useful for a fast start)	15%	_____%

4 Put money where the money is — budget by treatment

Point your effort at the one or two treatments with the highest value and real local demand. That's where marketing pays for itself fastest.

Treatment	Value per patient	Want more?	Priority (1–3)
Implants	_____	Y / N	_____
Invisalign / orthodontics	_____	Y / N	_____
Veneers / cosmetic	_____	Y / N	_____
Whitening	_____	Y / N	_____
General / hygiene	_____	Y / N	_____

5 Your monthly plan — the handful of habits that fill chairs

- ☐ Ask every happy patient for a Google review — target _____ new reviews / month.
- ☐ Reply to every review, good or bad, within 48 hours.
- ☐ Post to your Google Business Profile weekly (an offer, a photo, an update).
- ☐ Add or improve one page on your website this month — topic: _____
- ☐ Make sure every new-patient call is answered live, or called back the same day.
- ☐ Ask every new patient "how did you hear about us?" and write it down.

6 Who does what — a plan with no owner never happens

Task	Who's responsible	By when

When to push (seasonality): High-value work like implants & crowns — promote Sept–Dec, when patients want to use insurance benefits and FSA funds before year-end. Invisalign & braces — Aug–Sept (back to school) and January. Whitening — before summer and the holidays.

7 Your 90-day targets — keep them concrete

Month 1:

Month 2:

Month 3:

8 Monthly scoreboard — track what matters, not vanity numbers

Month	New patients	Calls from Google	New reviews	Online bookings
1				
2				
3				

A plan is working when it lowers what it costs you to win a new patient — and keeps your slow months busier.

Want this done for you? MedFlowX builds and runs this plan for dental practices — more high-value patients from Google, without paid-ad dependence. Get a free practice audit at medflowx.com/free-dental-seo-audit.