

so-cial me-di-a

noun

websites and applications that enable people to create and share content or participate in social networking.

Translation?

Social media is today's greatest influencer. "Likes," "shares," and "re-tweets" are how preferences are publicized, and these seemingly simple expressions are critical to your practice's success.



Why social media?



IT'S WHERE THE PEOPLE ARE.

With 78% of adults using social media sites, it's fair to say your current and prospective patients are there too.



AND THEY VISIT OFTEN.

Social media is ingrained into our daily lives. According to ComScore, in a day, the average user visits Facebook 8 times and spends 30 minutes on the platform. A strong social media presence gives your practice a direct path to current and prospective patients and the opportunity to drive purchase behaviors.



FACEBOOK IS THE DIGITAL WORD-OF-MOUTH.

What are people doing on social media? They're sharing information about everything – including you and your services. When a patient expresses their satisfaction on social media, your presence gives readers an immediate opportunity to engage with your practice. Being active on social media helps you turn positive reviews into income-generating referrals.

Why Use ProSites for Social Media Management?

WE GET IT. With nearly two decades of experience in the dental industry, our team is adept at creating content relevant to your current and prospective patients. Posts that contain engaging copy and images are more likely to be shared, which means you get in front of more prospective patients.

WE'RE BIG ON BRANDING. Our social media and design teams work closely to ensure your practice's personality carries across your Facebook Business Page to convey a strong, professional image to current and potential patients.

YOU CAN CONSIDER IT DONE. To create an effective social media strategy, you must be consistent. Regular posting not only strengthens your relationship with current patients, it's key to engaging prospective patients. Our experts deliver relevant content and post it on your behalf.



We know one size does not fit all.

Practices vary in their services, goals, and clientele, which is why we offer three social media management packages so you can choose the best one while we work with you to develop the right approach.

Social Media Management - Stay connected and grow your network.

ADVANCED

- ✓ 5 Posts Per Week
- ✓ Branded Facebook
- ✓ Engaging Graphics
- ✓ Custom About Section
- ✓ Stylized Static Banner

PREMIUM

- ✓ 5 Posts Per Week
- ✓ Branded Facebook
- ✓ Engaging Graphics
- ✓ Custom About Section
- ✓ Stylized Static Banner
- ✓ One Custom Company Video
- ✓ Slideshow of Services*
- ✓ One FAQ Added to Questions Tab*

ELITE

- ✓ 5 Posts Per Week
- ✓ Branded Facebook
- ✓ Engaging Graphics
- ✓ Custom About Section
- ✓ Stylized Static Banner
- ✓ Two Custom Company Videos
- ✓ Slideshow of Services*
- ✓ Two FAQs Added to Questions Tab*
- ✓ Custom Landing Page
- ✓ Automessenger Setup
- ✓ Lead Capture and Call Tracking

*The FAQs and slideshow are only available once Facebook has moved the client's page into the new page experience

Let's get the ball rolling. **Call us at (888) 932-3644**
 to learn more about social media marketing for your practice.