



STATE OF DENTAL MARKETING

The latest insights and trends to build a smarter marketing strategy for your practice.

20

23

METHODOLOGY

ProSites conducted a survey of 1,800 dental practice to help understand the current state of dental marketing. This survey was conducted via email in November 2022 and was aimed to identify current trends of dental marketing, budgets, and marketing tactics.

Participation was 100% voluntary, and respondents qualified only if they were employed at a dental practice.

The results provide insights from dental practices across sole proprietorships and larger, multiple-partner practices.



PREVIEW OF SOME OF THE REPORT'S KEY FINDINGS

"ProSites is always looking for new ways to help our clients build trust and provide better care for their patients with online marketing solutions. With marketing techniques continuing to evolve, we want to ensure that all in the dental community can keep on top of trends and changes."

-Tiffany Isbell, VP Brand & Content, ProSites



Word of Mouth Drops

Though word of mouth advertising remains one of the most popular ways dental practices market themselves, only 25% of practices consider word of mouth to be important vs. 80% from the previous year.



Social Media Challenges

While 76% of practices would like to make better use of social media (both for organic posts and social media advertising), not having time stands in the way of almost half of practices.



Patient Reviews Up

Cultivating more patient reviews factors heavily into practice marketing plans.

DENTAL PRACTICES ARE WORKING SMARTER, NOT HARDER



The dental marketing industry is constantly changing. Patient needs change as the world's technology trends shift. We are beyond the days of TV and radio ads and are moving into search engine optimization and social media.

To help your practice create a smarter marketing strategy in the year ahead, stay competitive, and thrive, we've gathered essential insights into how practices are responding to the changing nature of online marketing and where they plan to focus their efforts in the year ahead.

The 2023 outlook for dental practices and marketing spend reflects a continuation of revenue growth.

The majority of practices (74%) are planning to increase their marketing budgets in 2023 or keep them the same.

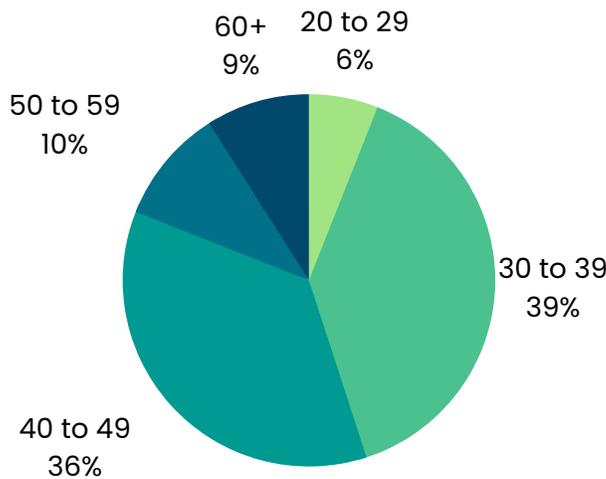
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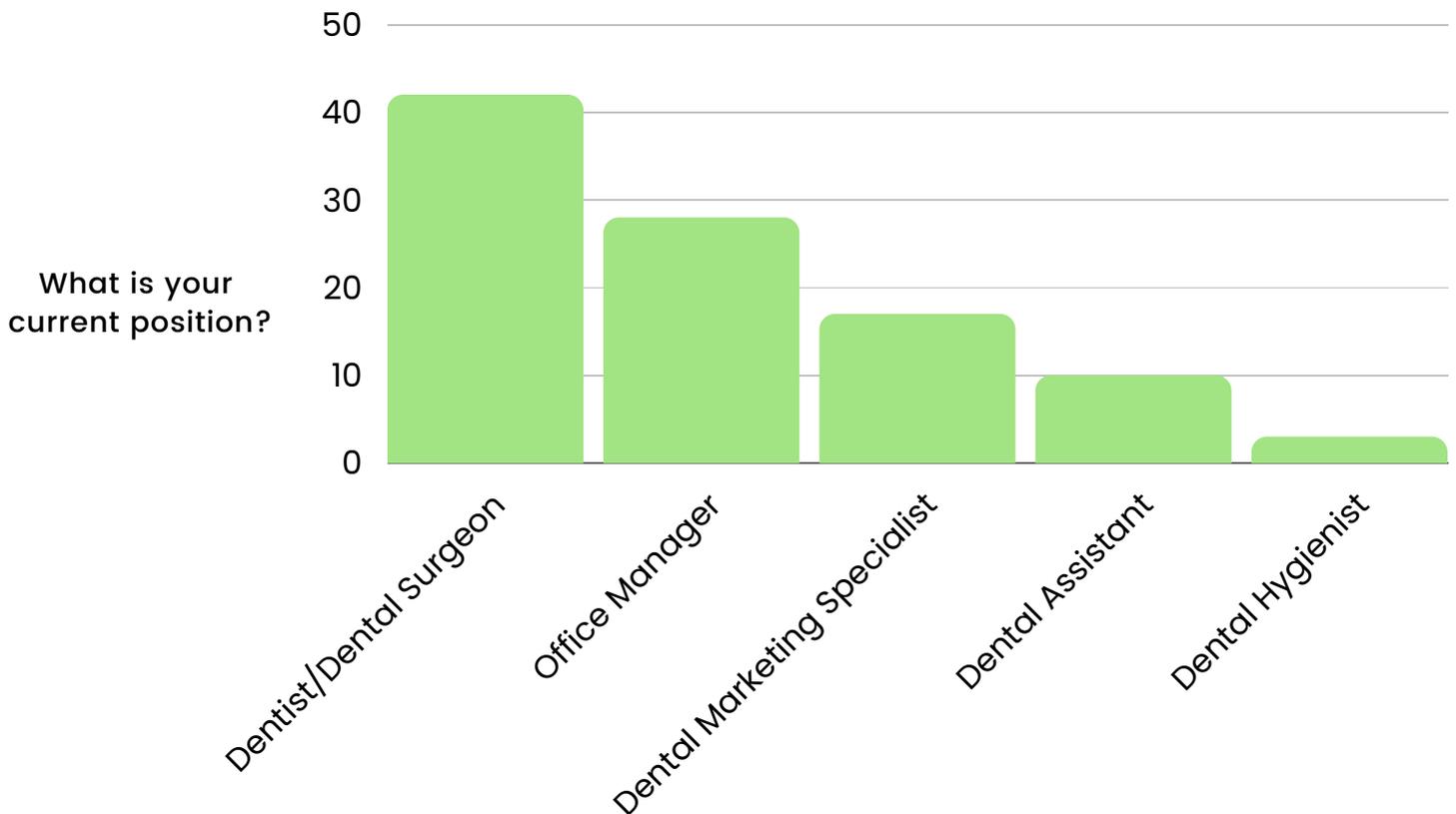
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RESPONDENT DEMOGRAPHICS

Nearly half (41%) of the respondents are dentists or dental surgeons. We also had many responses from office managers (28%) and dental marketing specialists (17%). Most of these respondents are between the ages 30 and 49.



Which of the following best describes your age?



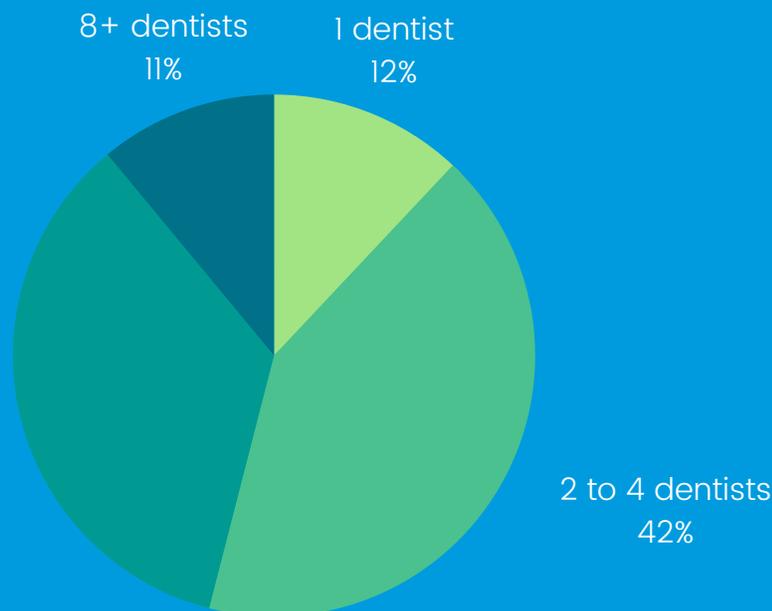
What is your current position?

PRACTICE PROFILES

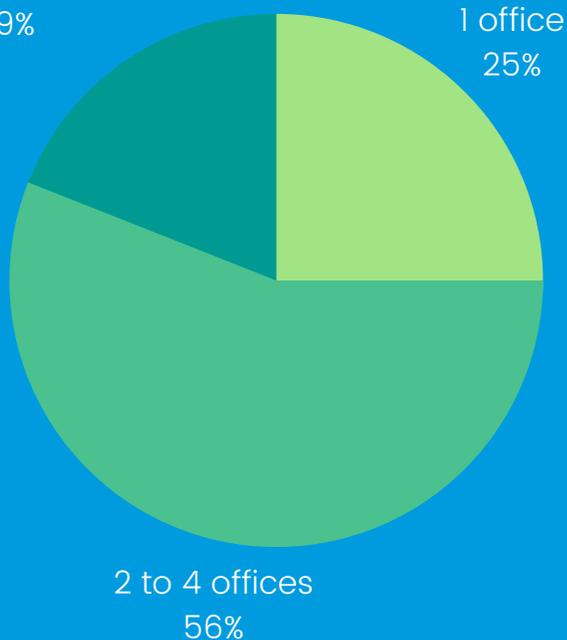
According to the US Department of Labor, employment growth for dentists is increasing by 7%. By 2028, there are expected to be more than 11,000 new dentists in the country. The results from our report show that number may be even higher.

The majority of practices (77%) reported having **2 or more dentists at each practice** compared to 2021 where the majority of practices had just one dentist at each practice (54%). Our report also shows that the majority of dental practices have **2-4 locations (56%)**.

How many dentists work in your practice?



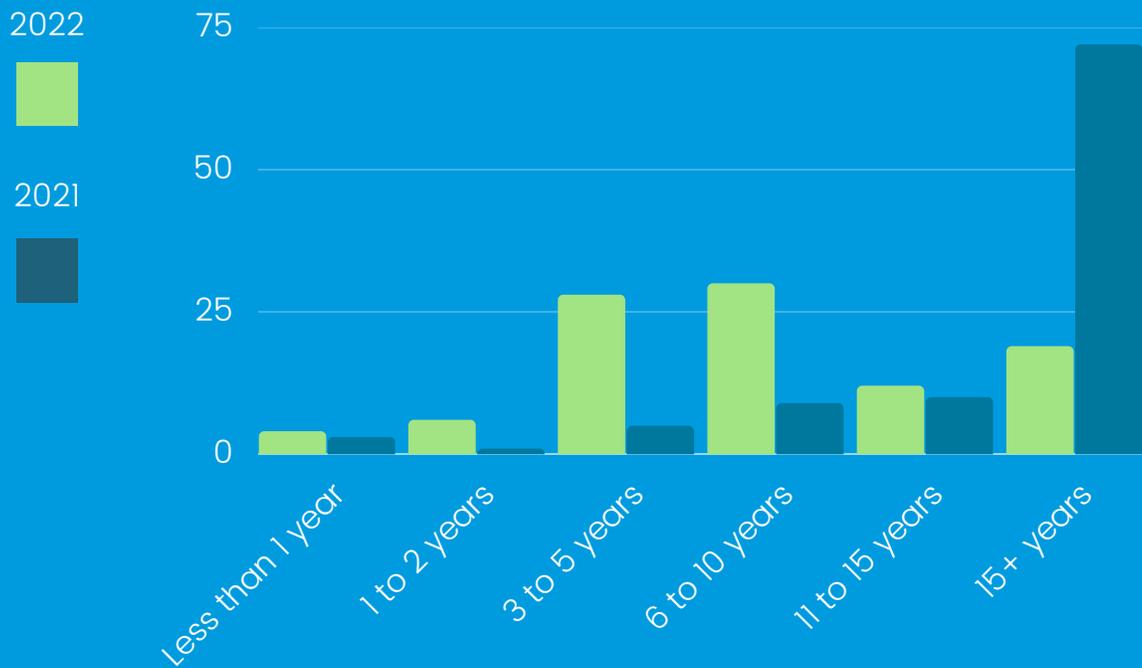
5+ offices
19%



How many locations are in your practice?

PRACTICE PROFILES

Most practices have been in business for 3-5 years (28%) or 6-10 years (30%), which is less time than last year, where 72% had been in business for 15+ years.



62%

of respondents said they plan to operate their practice for 6 or more years.

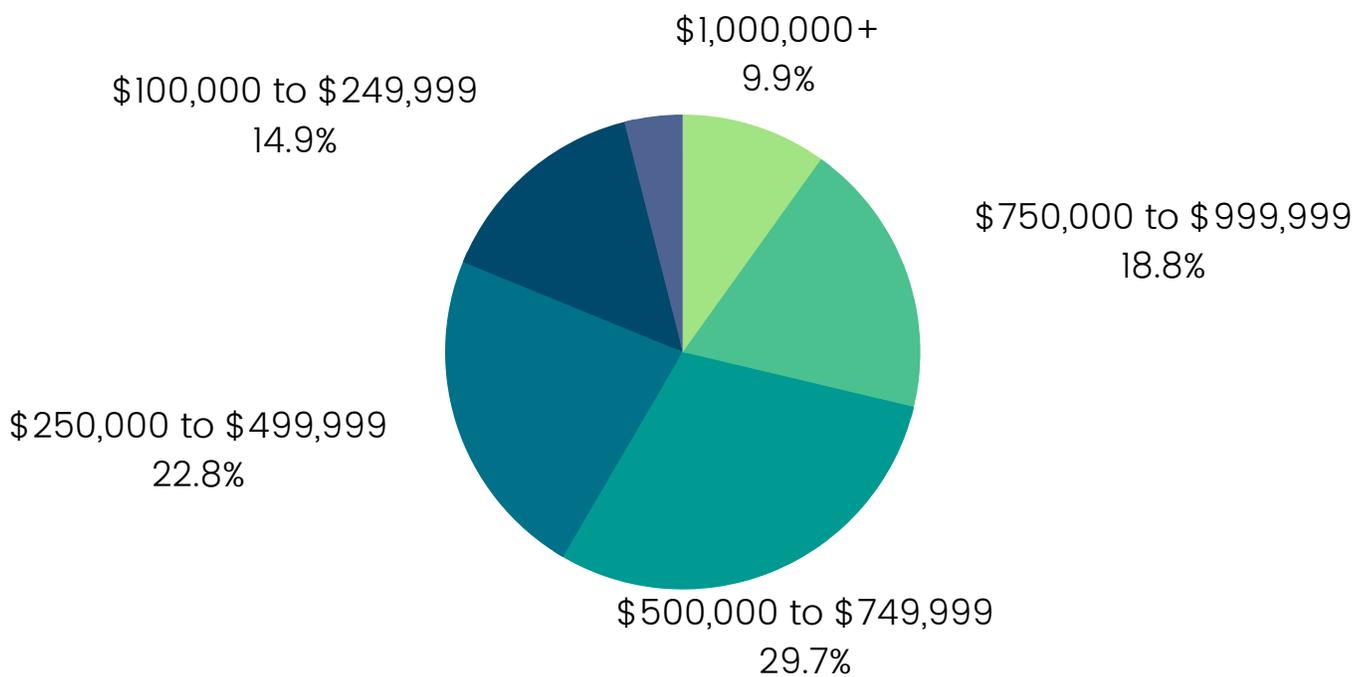
Over the next decade, the largest areas of growth in the dental industry will be:

- Cosmetic dentistry
- Dental Implants
- New Dental Technology

ANNUAL PRACTICE REVENUE

Despite a challenging year, the number of respondents who reported annual practice revenue of \$500,000–\$750,000 **increased over 3x** from 9% to 30%.

Practices in all revenue categories (except \$1 million or more) reported more in annual revenue than the same categories reported by practices in our 2022 report.



This upward trend aligns with past performance indicators and an overall upward outlook for the dental industry in 2023 and beyond. A recent report in Dental Economics mentioned that the average overhead for general practitioners is 75%, but the ideal target for practices should be 60%.

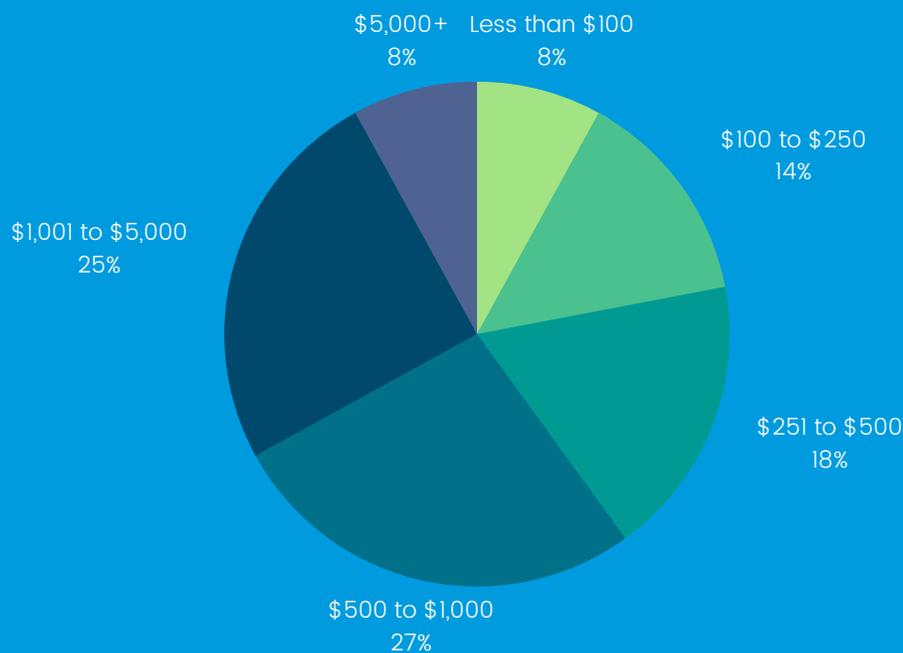
One area of potential savings should be investing in the right marketing techniques attached to practice revenue goals. Not sure where to start? Schedule a no-obligation marketing strategy call to see what marketing strategies and tactics could work best for your practice.

Build Your 2023 Marketing Strategy

MONTHLY MARKETING BUDGET

Relative to the 27% of respondents who budgeted \$500–\$1,000 per month on marketing, about the same number of respondents (25%) budgeted more (\$1,000–\$5,000 per month).

Only 5% of respondents budgeted less than \$100 per month for marketing.



What the 10% Are Doing Differently

Of the 10% of respondents who reported making \$1 million or more in annual revenue, over one third **spend more than \$1,000 per month** on marketing.

Interestingly, those same practices making \$1 million or more per year are planning on spending more on monthly marketing in 2023 than overall findings across all budget categories.

Where 27% of overall respondents are planning on spending more (meaning marketing budgets anywhere from \$100 to \$5,000+ per month), **36% of respondents in the 10% category are planning to up their monthly budgets.**

MONTHLY MARKETING BUDGET

Against financial uncertainty and a possible recession, Gartner's Annual CMO Spend Survey shows that businesses across all industries increased their marketing budgets in 2022 to remain competitive and efficient, but **only 27% of respondents are planning to increase their marketing budgets in 2023.**

51%

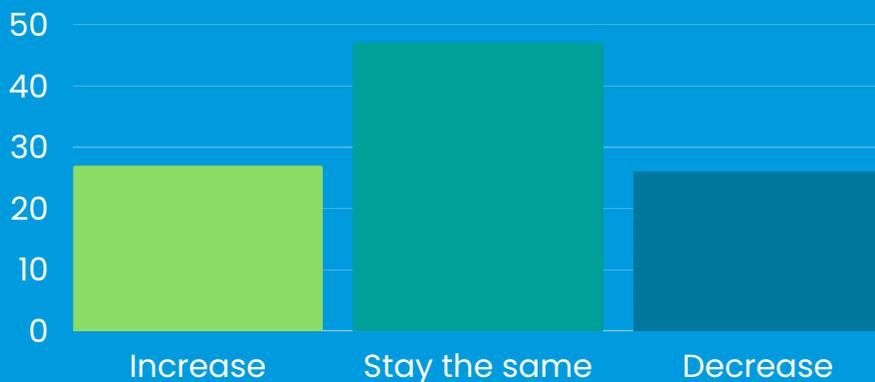
of businesses that grew revenue in 2021
invested more in marketing
(Forrester Research)

26%

practices
planning to cut
back on
marketing

47%

practices planning
to keep their
marketing budget
the same in 2023



TIP: Investing in marketing is correlated to practice growth. Ensure you are selecting marketing techniques that align with your business objectives and make a positive impact to your practice goals.

CURRENT MARKETING PRACTICES

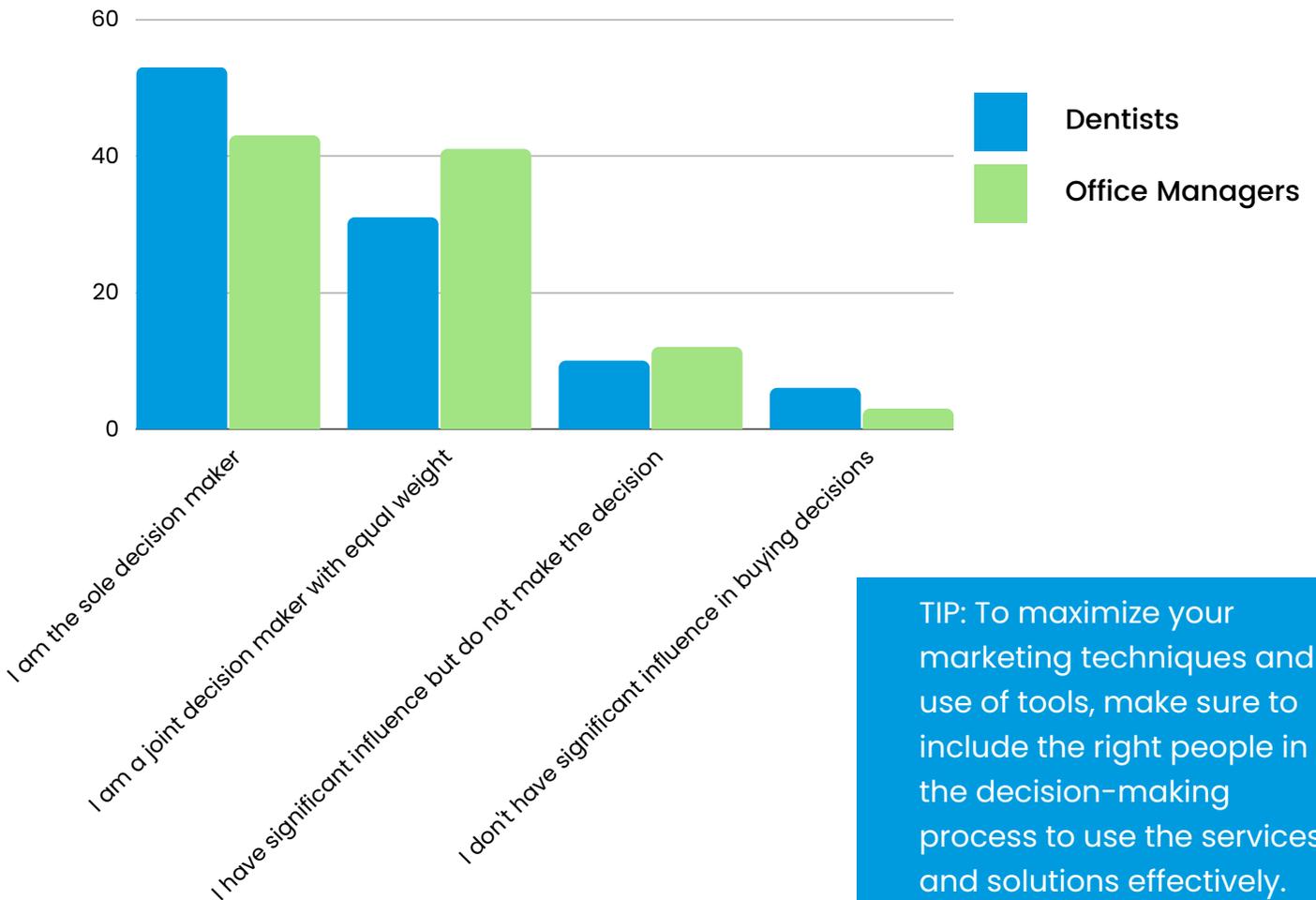
Who calls the shots in marketing a practice?

Most of the respondents are the sole decision makers for their practice, are joint decision makers, or have significant influence in decision making.

As many would assume, half (53%) of dentists and dental surgeons are the sole decision maker for their practice, but many office managers (43%) are the sole decision maker too.

47%

Office Managers are integral in making decisions. 47% of Dentists agree that they have other staff members involved in practice decisions.



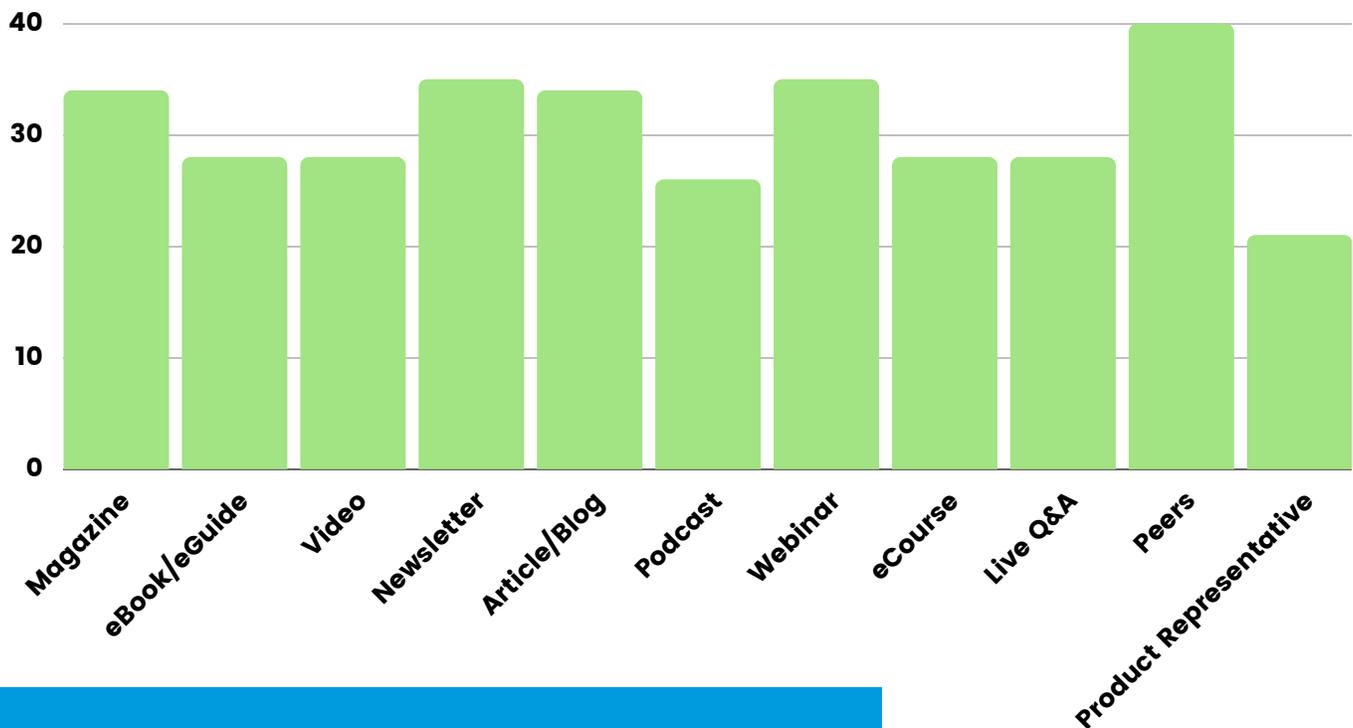
TIP: To maximize your marketing techniques and use of tools, make sure to include the right people in the decision-making process to use the services and solutions effectively.

CURRENT MARKETING PRACTICES

Where do dentists learn to promote their practice?

Videos, eBooks, eCourses, and live Q&A sessions all had double-digit growth as methods for respondents to learn how to promote practices from last year. Podcasts also went from 16% in 2022 findings to 26% in 2023.

Inversely, where product representatives were a top-rated source in 2022 (38%), they dropped to the bottom of the list for 2023 (21%). Peer discussions were the top-reported source in our 2022 report, but dropped from 57% to 40% in this report.



TIP: Marketing techniques evolve each year, so it's important to find continual education or a strong marketing partner to ensure you're always at the top of your game.

Important resources to help you implement new strategies and hit your practice goals.

Here are a few samples that might be helpful to your practice moving into the new year:

RESOURCE	WHAT YOU WILL LEARN	MEDIUM & TIME
<u>3 Keys to Convert More Calls to Patients</u>	Easy additions you can make to phone calls to keep your appointment calendar full	Blog Post 5 min
<u>Managing Your Practice</u>	The importance of HR policies and handbooks	Webinar 30 min
<u>Practice Management Skills</u>	Learn how to flip the script and turn concerns into connections	Webinar 45 min

PROMOTING YOUR PRACTICE

36% of dentists rated word-of-mouth marketing to be the most important. Website marketing, sponsorships, and social media marketing were also rated as most important marketing practices.

In 2023, most dentists plan to use less radio advertising (32%), TV advertising (29%), mailers or postcards (33%), and sponsorships (31%).

In the table below, you can see the trends of the most important efforts to undertake in 2023, the least important, and methods increasing in importance that might be worth adding to your current marketing plan.

Most Important	Least Important	Increasing Importance
Websites	Radio Advertising	Search Engine Optimization
Online Reviews & Reputation	TV Advertising	Email Marketing
Social Media	Local Magazines or Newspapers	Text Messaging

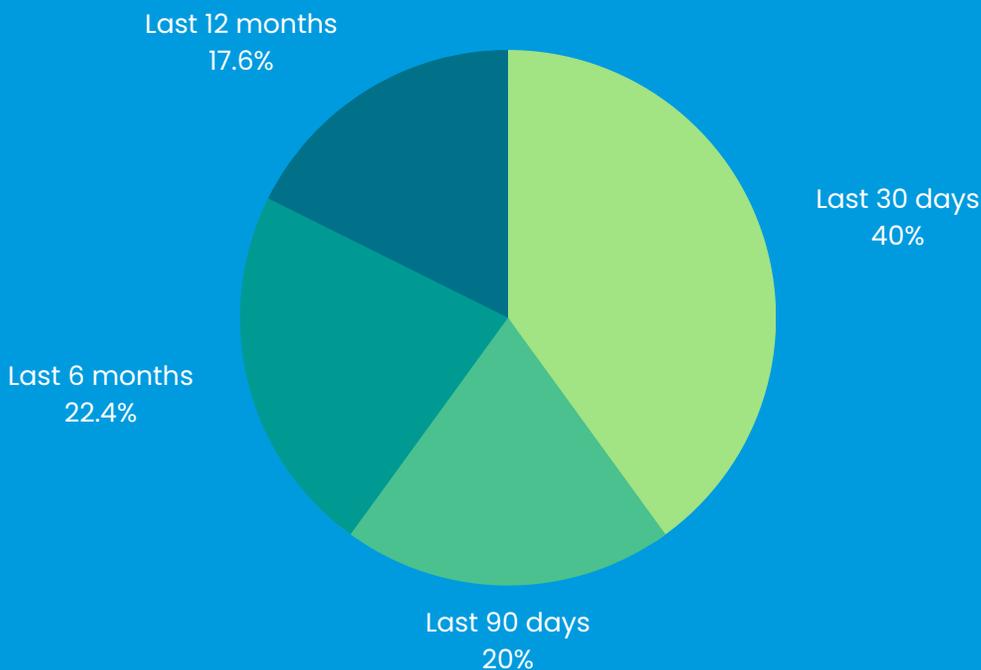
TIP: Look for marketing tools to help you automate your needs to free up time for you and your staff. The most common tools are text messaging, email marketing, and social media.

WEBSITE TRENDS

Last year, over 50% of practices had not updated their website in over 6 months. Practices are making more of an effort to stay current with 40% not updating within the last six months.

To stay competitive in the digital dental marketing industry, practices must update their website frequently. One third (34%) of respondents stated that they have updated their website in the last 30 days.

When was the last time your practice website was updated ?



27%

of respondents are planning to make updates to their website this year.

20%

of respondents rate their website as the most important marketing technique for 2023.

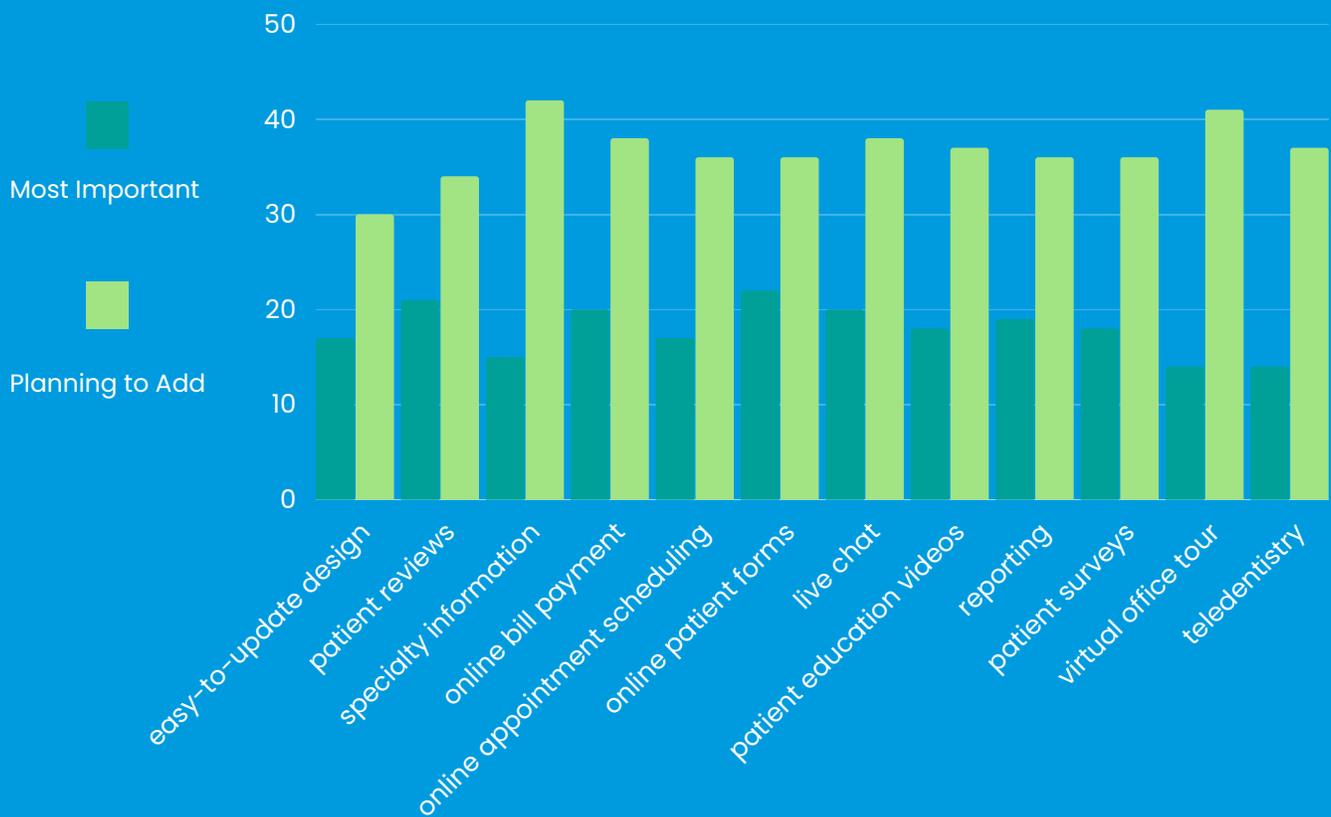
For their websites, dentists are currently using:

- easy-to-update designs
- online appointment scheduling
- patient reviews and surveys
- online patient forms and bill pay
- teledentistry and live chat options
- specialty/procedure information and patient education videos

TIP: Keep your website fresh with monthly updates.

WEBSITES ARE MORE THAN A BUSINESS CARD IN 2023

Here are the website features valued most by respondents to save time, increase efficiency, and meet patient needs/expectations. To help your practice remain competitive, we also included how many practices are planning to add certain website features in 2023.



The most popular features practices plan on adding in 2023:

- Virtual office tours
- Patient education videos

MOBILE-FRIENDLY WEBSITES ARE A MUST-HAVE IN 2023

Practices weren't specifically asked about the importance of having a mobile-friendly website as part of website features most valued. Since **97% of people in the U.S. across a wide range of demographics now own a smartphone of some kind**, and since mobile devices (excluding tablets) generate roughly half of website traffic worldwide, many website design companies now automatically include mobile optimization for websites, given its importance:



50%

of people will use a business less often (even if they like the business) if their website is not mobile-friendly (**Google**)



48%

of people said that if a website doesn't work well on their smartphones, they feel like a company doesn't care about their business (**Google**)



61%

of users will abandon a website that isn't mobile-friendly (**Google**)

SEARCH ENGINE OPTIMIZATION TRENDS

Dental professionals understand that search engine optimization (SEO) factors into website ROI. The higher a practice's website ranks in search engine results, the higher the potential for new business. To help ensure optimal website discovery, **68% of respondents are planning more SEO** or maintaining the same level of SEO for 2023.



87%

Google currently has 87% of the search engine market. **(Statista)**



49%

49% of marketers report organic search has the best ROI of any marketing channel.

(Search Engine Journal)

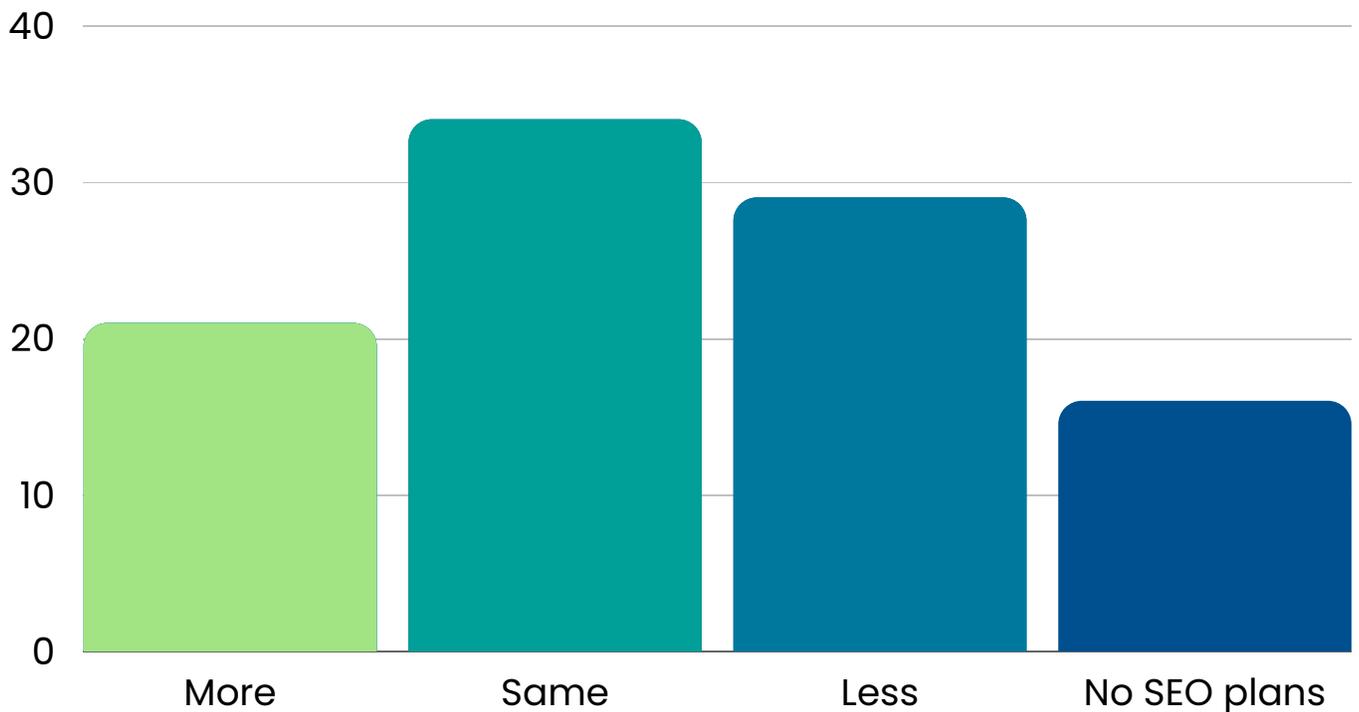


32%

The #1 result in Google gets roughly 32% of all clicks. **(Backlinko)**

SEO TRENDS (CONT)

What are you planning to do with SEO in 2023?



“On average, we see 8-10k visits to the website every month... And our return on investment is about 300% every month!”
-Dr. Kingsley Achikeh | City Place Dental

Get Seen and Fill More Chairs with ProSites' SEO for Dental Websites.

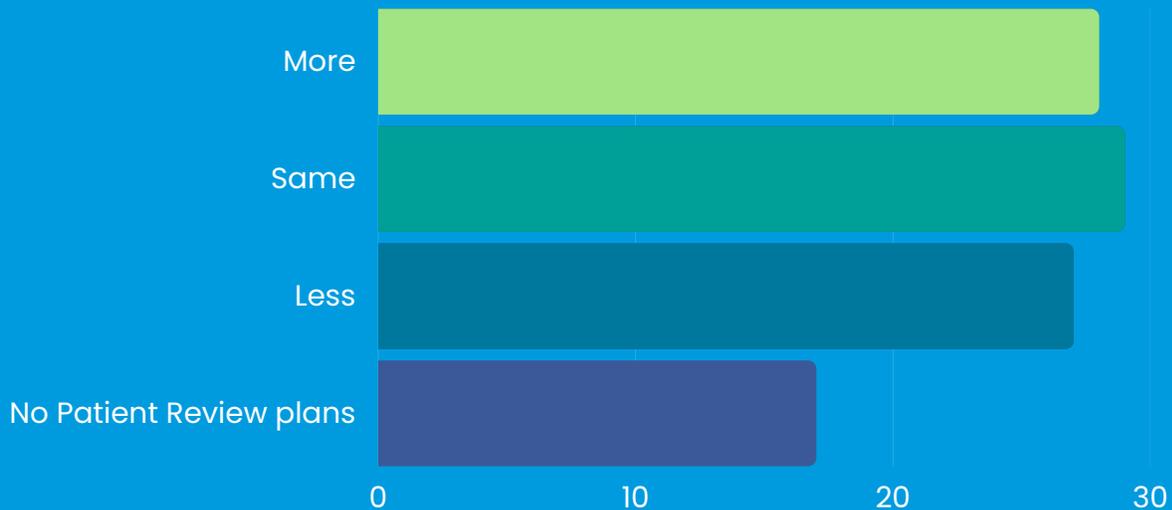
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TRENDS IN PATIENT REVIEWS

Where online patient reviews represent word-of-mouth advertising, almost the same amount of respondents (27%) are planning to cultivate online patient reviews (versus 31% for offline word of mouth), which serve as social proof on websites and review sites to convert prospective patients.

Though prospective patients certainly trust personal recommendations, research by BrightLocal shows that **79% of people trust online reviews** as much as personal recommendations.

How do patient reviews factor into your 2023 marketing plans?



Respondents planning to either cultivate more patient reviews or keep them the same in 2023 didn't indicate how often they plan to cultivate reviews or at what volume, and research shows the importance of both on an ongoing basis.

TIMELINESS IN PATIENT REVIEWS

According to Invesp, 50% of people require either 4-6 or 7-10 online reviews before trusting a business.



86%

of people do not look at reviews older than three months.



73%

of people do not look at reviews older than one month.



50%

of people do not look at reviews older than two weeks.

TIMELINESS IN PATIENT REVIEWS

50%

of people require 4-6 or 7-10 online reviews before trusting a business. (Invesp)

50%

of people do not look at reviews older than two weeks. (BrightLocal)

4-6

The average person reads 4-6 reviews before deciding to trust a business. (Invesp)

To help practices collect and manage patient reviews on an ongoing basis and easily publish them, ProSites websites come with Reputation Marketing, which includes:

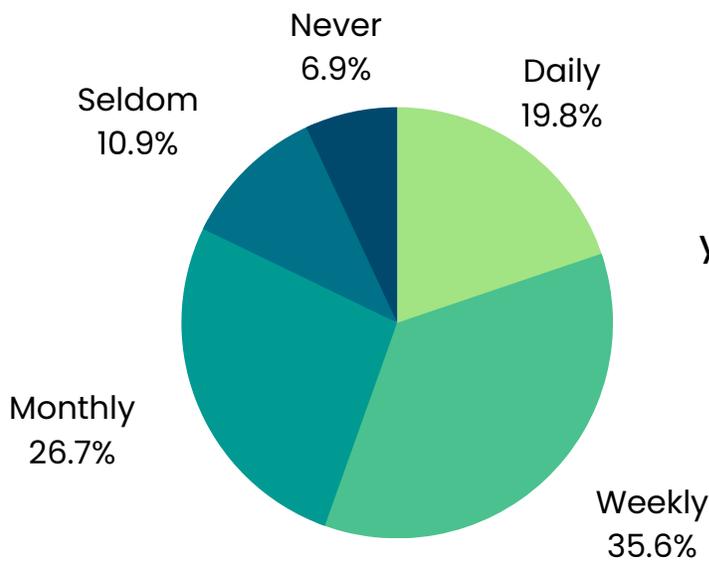
- Easy-to-use patient review page on your practice's site
- Review Manager that allows practices to choose when and where to publish patient reviews
- Automatic promptings for patients to share their review on popular review networks like Yelp and Google for any 4+ star review

Learn how you can build your online reviews

SOCIAL MEDIA TRENDS

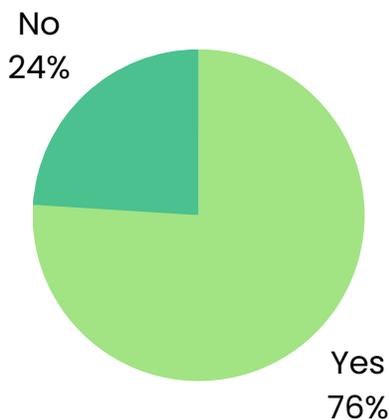
Though the dental industry hasn't historically been as active on social media as other industries, practices are planning to make a bigger blip on the 2023 social media radar to strengthen patient engagement and attract more leads.

Almost half of practices (45%) are planning more organic social posts in 2023, and 26% are planning more social media advertising.



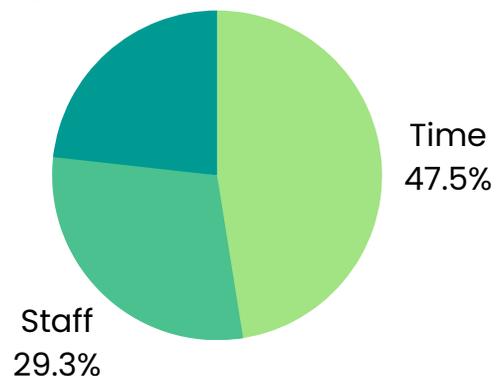
How often do you post on your practice's social media channels?

TIP: Write and schedule multiple posts to maximize the impact without much additional time.



Would you like to post more frequently on social media?

Knowledge/Strategy
23.2%



What is the main roadblock when it comes to posting on social media?

SOCIAL MEDIA TRENDS

Practices planning to expand their 2023 reach on social are reaching toward a global audience that has grown faster than predicted.

In October 2020, for example, Statista predicted the global number of social media users would reach roughly 3.43 billion. Yet in September 2022, Statista reported there were an estimated 4.2 billion social media users worldwide (or roughly half of the global population) and projected there would be nearly 6 billion social media users worldwide by 2027.

Because of social media's current and projected reach, companies in all industries are projected to use social media more in the future.



3BB

Facebook ranks top in popularity with nearly 3 billion users.

(Social Media Today)



2BB

Instagram has over 2 billion active users. **(Social Media Today)**



1BB

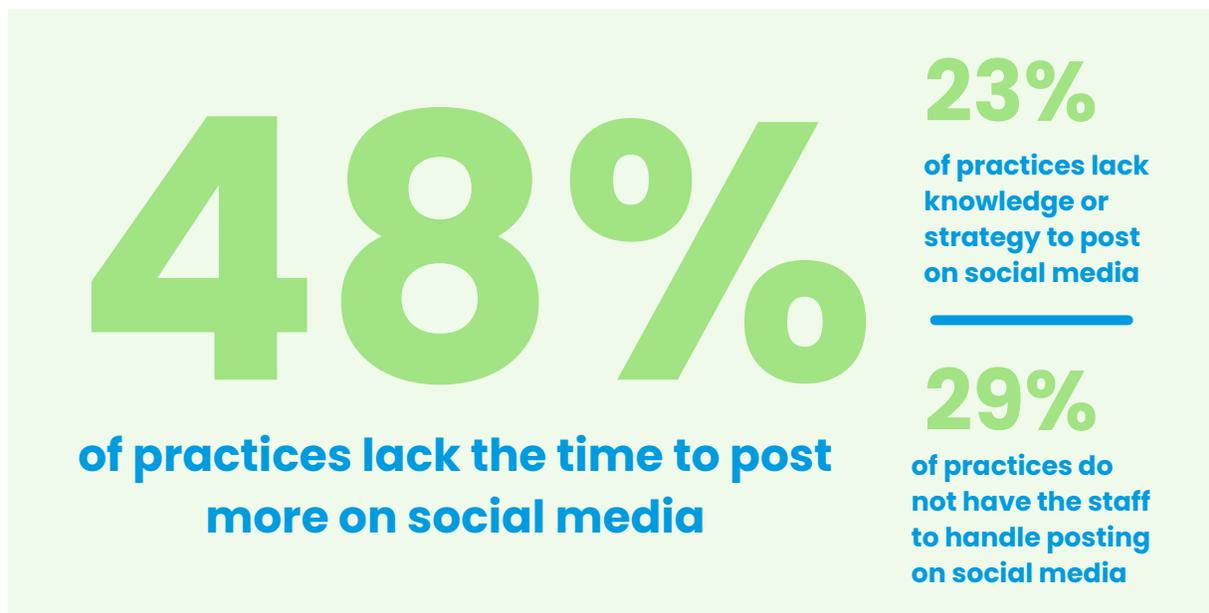
TikTok became the dictionary definition of trending in 2022, with over 1 billion active users and higher engagement than Instagram or YouTube.

(Influencer Marketing Hub)

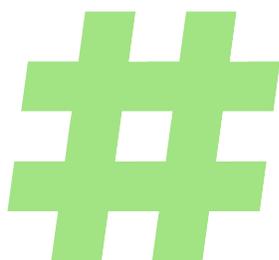
SOCIAL MEDIA TRENDS

Keywords, Not Hashtags, May Be Better to Increase Post Reach

Most people now use social media differently. While scrolling through status updates, nostalgic photos, and memes still has its place, an internal study by Google found that 40% of 18- to 24-year-olds now prefer using social media as their **primary search engine** to find information on brands, services, and products, rather than scrolling through a long list of Google results.



Research by Hootsuite in 2022 found that using **keyword-optimized captions** increased post reach by 30% and **doubled engagement**. Because of this, Hootsuite encourages people to think of their social media profiles as mini landing pages.



The usefulness of hashtags was widely debated in 2022. Though some marketing and media companies say hashtags remain useful to categorize content and serve up posts to relevant audiences, others like Adam Mosseri (head of Instagram) say that hashtags now do little to help users get more views.

SKYROCKET YOUR SOCIAL MEDIA



Keep your practice's 2023 social media presence at the top of your patients' feeds with ProSites' social media management.

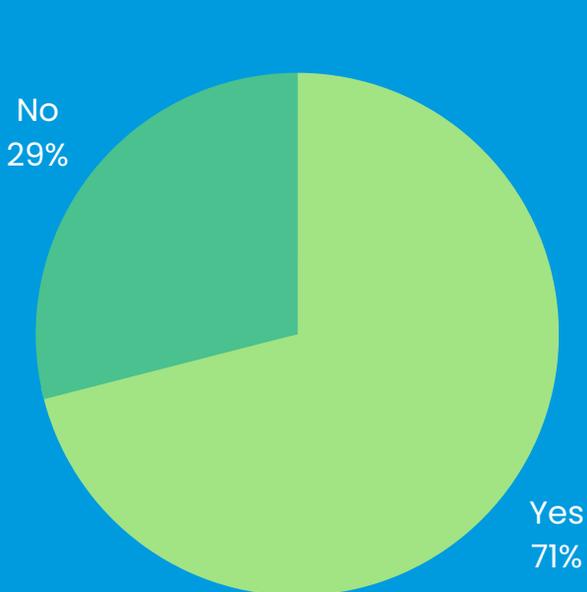
- Done-for-you posts made weekly
- Customized profiles created for top social networks
- Three types of coverage to fit your practice's needs

Learn More with a FREE Demo

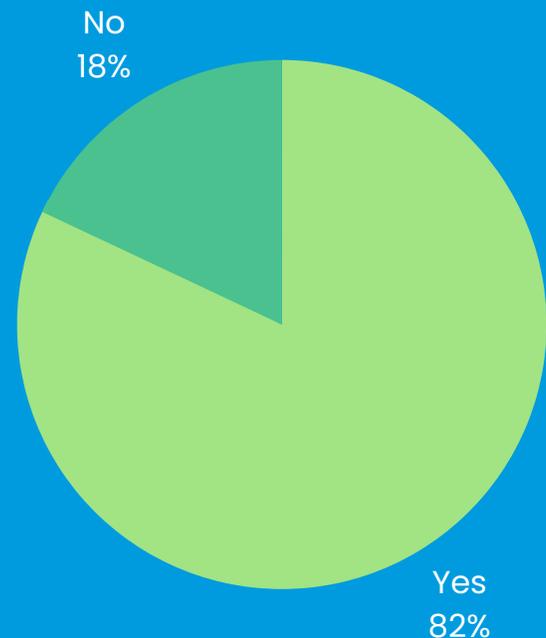
VIDEO MARKETING TRENDS

Video is a stronghold when it comes to marketing efforts. 71% of practices are actively investing in the medium to round out their marketing efforts.

Practices that have a digital marketing provider use video at a greater rate (82%) in their marketing efforts than practices without a marketing partner.



Are you currently using video in your marketing efforts?



Are you currently using video in your marketing efforts - with a marketing provider?

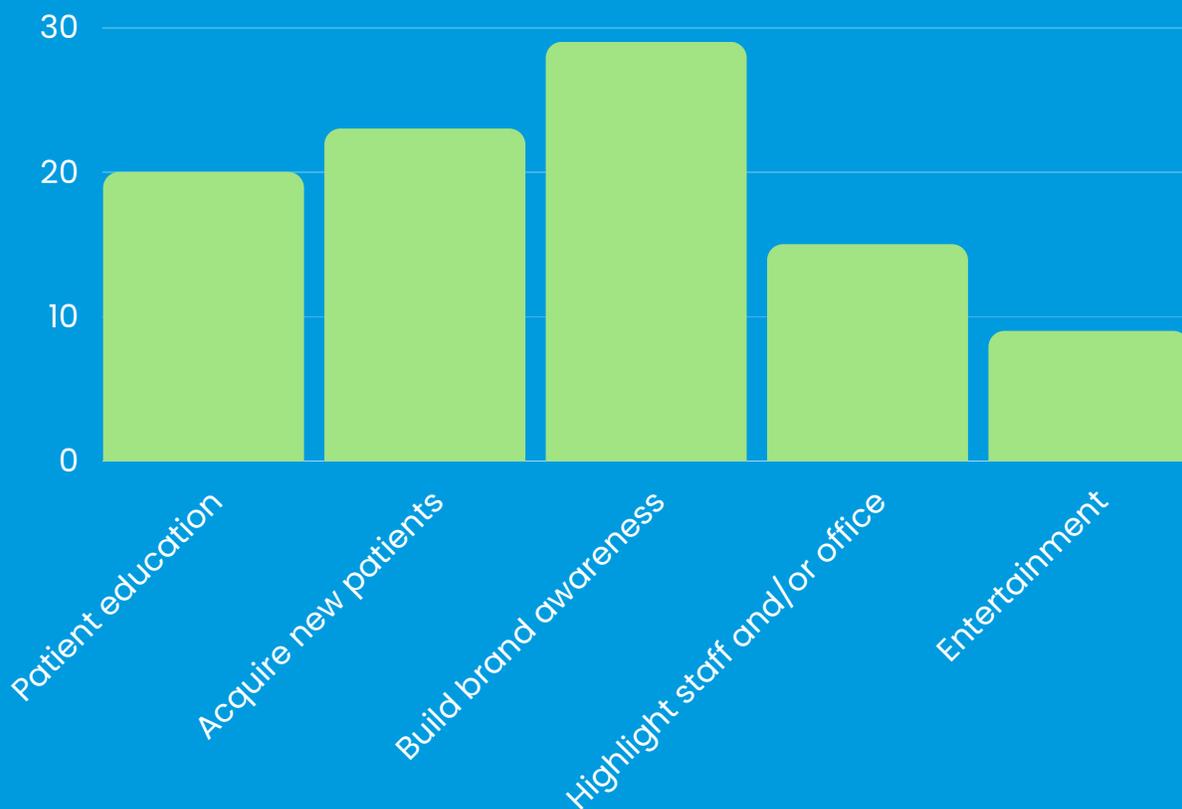
TIP:

Videos can be used on your website, but also can help throughout all of your channels - email, social media, blogs, and more.

VIDEO MARKETING TRENDS

Practices investing in marketing are using video to build brand awareness (29%) and acquire new patients (23%) more than other practices.

How are you using video in your marketing efforts?



TIP:

Leverage video for patient education to help build trust and keep them coming back into the practice.

THINK VIDEO MARKETING

Short-form video accounted for more than half of the time spent by users on social in 2022, according to Insider Intelligence. TikTok represented a video explosion, and growth on the platform will undoubtedly continue in 2023. Yet Instagram Reels and YouTube Shorts are also growing.

As such, marketing companies like ProSites are encouraging businesses to think of the big video marketing picture and consider different platforms when planning out video marketing strategies.



56%

Mobile data traffic rose 56% from 2017 because of increased video consumption on the go. **(Statista)**



HIGHEST ROI

Short-form video has the highest ROI of any social media marketing strategy. **(HubSpot)**



30%

of social media marketers plan to invest in video more than any other trend. **(HubSpot)**

TIP:

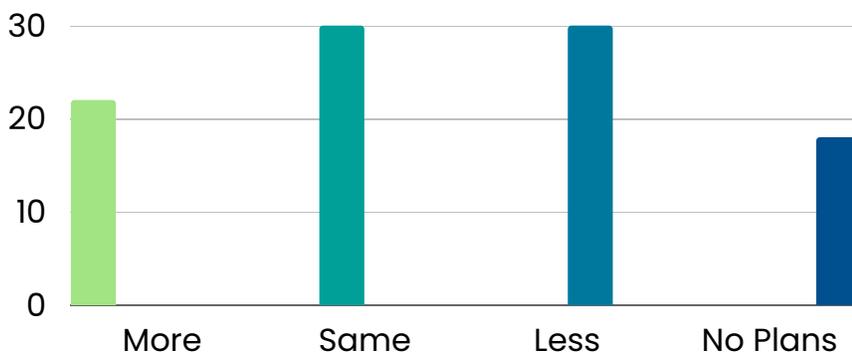
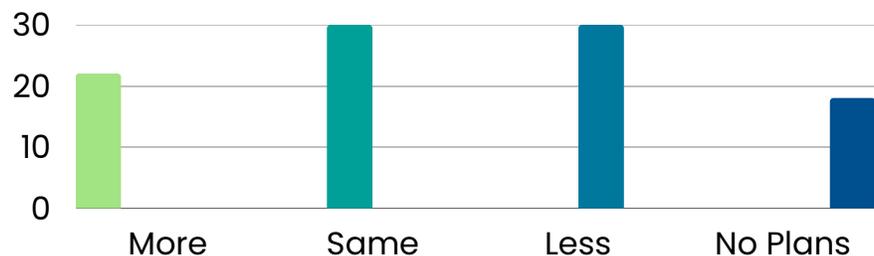
Video introductions to you and your staff can play a key part in developing patient trust (a top piece in building lifelong patients).

EMAIL MARKETING TRENDS

Email marketing regained some importance for dental practices. Where 18% of practices ranked email marketing as the most important marketing technique in our 2022 report, 23% ranked email marketing as most important in this report.

If the 5% rise in importance is due to increased email effectiveness, this would be in keeping with other findings. Over the past 12 months, 77% of marketers have seen an increase in email engagement.

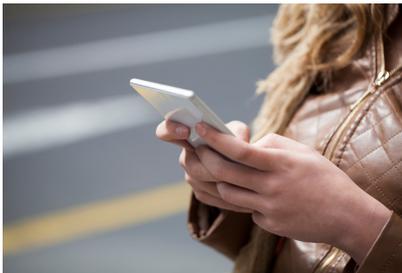
What are your 2023 plans for email marketing?



What are your 2023 plans for text messaging?

TEXT MARKETING TRENDS

In addition to making sure your dental practice has a mobile website designed for dentists, incorporating a mobile-first strategy into all parts of your practice can set you up for immediate success, and text messaging is a key part of this success.



TEXTING SAVES TIME

Where the average phone call takes 90 seconds, the average text takes only **13 seconds** to send.



TEXTING HELPS REDUCE NO-SHOWS

Comparing email appointment reminders versus text messaging, studies show text messaging had the **lowest no-show rate** of 1.9%.



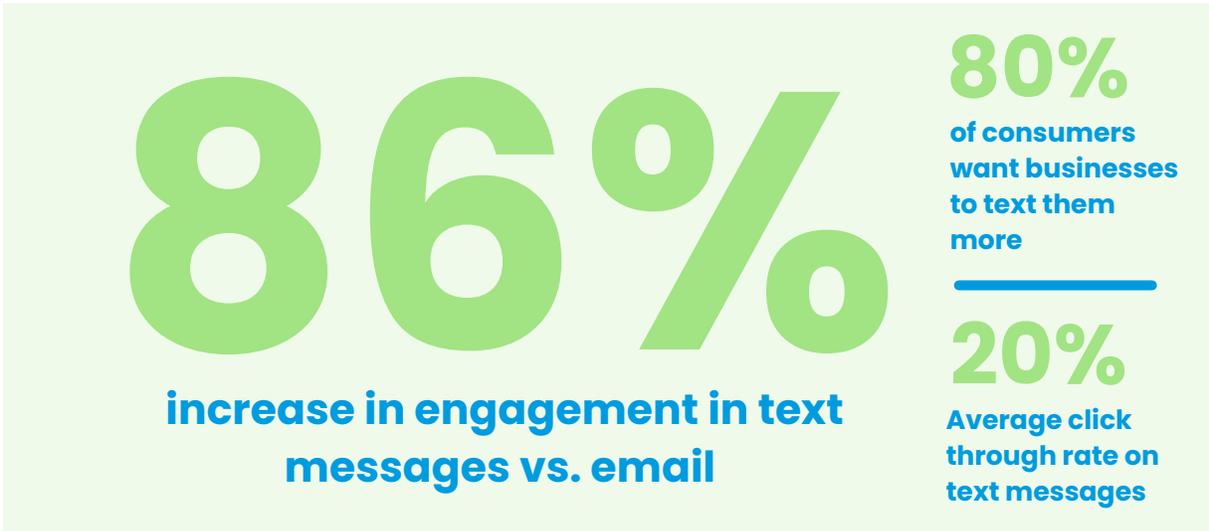
TEXTING HELPS KEEP PRODUCTION SCHEDULES FULL

Where many patients are open to filling open appointment spots from last-minute cancellations by other patients, 78% of people surveyed said **text messaging was the fastest way to reach them** for important updates.

To learn more about the benefits of text messaging for dental practices, read the full article on the ProSites blog.

[**>>Check out 7 Reasons Dental Offices Should Be Texting**](#)

WHY EMAIL AND TEXT ARE SO IMPORTANT



\$42 ROI

For every \$1 spent on email marketing, businesses can expect a \$42 ROI on average. **(Oberlo)**



21.6%

The average email open rate for the dental industry in 2022 was 21.72%. **(Mailchimp)**

Automate your campaigns, save time, and improve profitability with PracticeMojo, automated patient communication software for dental professionals.

[**>> Streamline your communications**](#)

PPC ADVERTISING TRENDS

Unlike email marketing growth, pay-per-click advertising (PPC) stayed the same compared to 2022. 50% of practices found PPC as the least important marketing technique.

Of **practices making \$1 million or more annually, PPC has a significantly higher rate of use (17%)** when compared to overall practices (3%).

What are your PPC plans for 2023?



- Google PPC ads have an average 200% ROI (WordStream)
- 70% of all paid search impressions are on mobile, which re-emphasizes the importance of practices having a mobile-friendly website (Insider Intelligence)
- PPC ads generate twice the number of website visitors compared to SEO (QuickSprout)

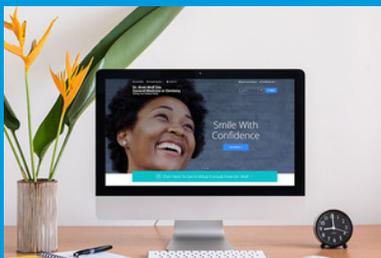
DO YOU NEED PPC ADS?

Whether your website is new or you just aren't getting the attention you want online, dental PPC advertising is an affordable solution that could reap major benefits. It's uniquely affordable because you're only charged for the advertisement when a user clicks on your dental practice's ad.



YOU SEE RESULTS QUICKLY

Dental PPC is one of the fastest ways to get more prospective patients to your website and encourage them to contact your practice.



TARGETED WEBSITE TRAFFIC

Paid search ads are displayed in the top positions on search results pages so prospective patients see your practice first.



COST EFFECTIVE

When running PPC ads, you set your maximum daily budget, so you never spend more than you want.

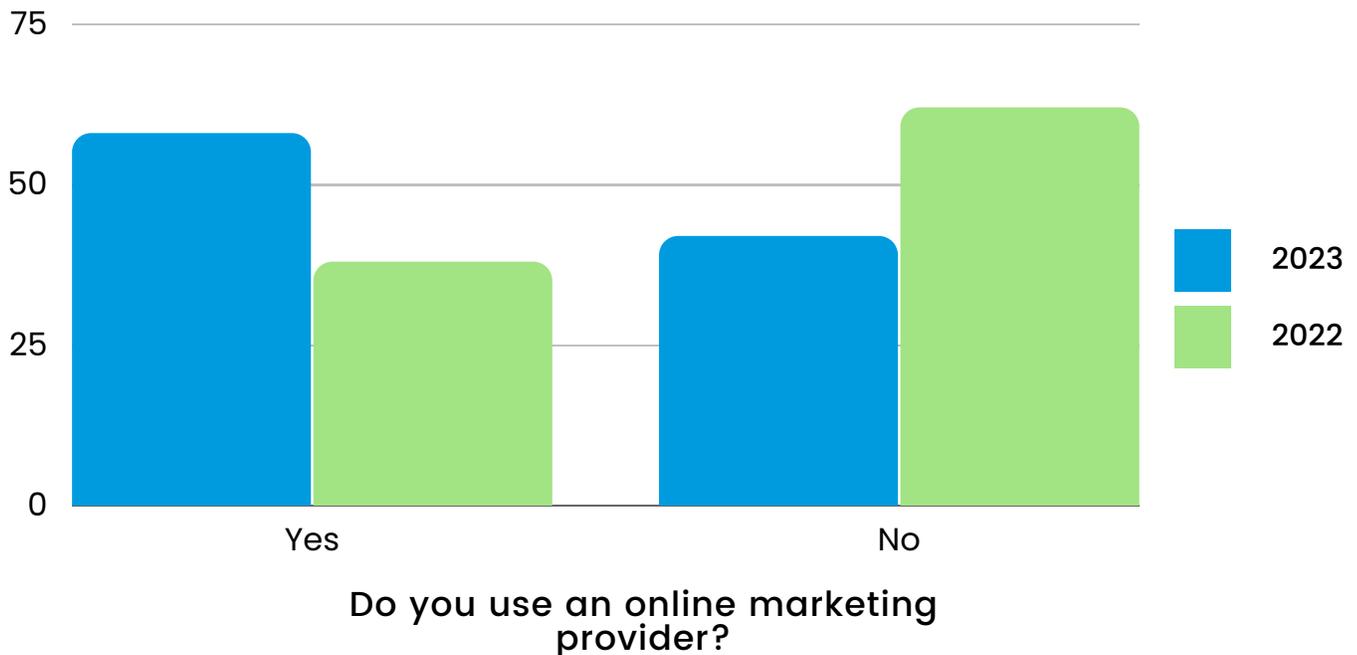
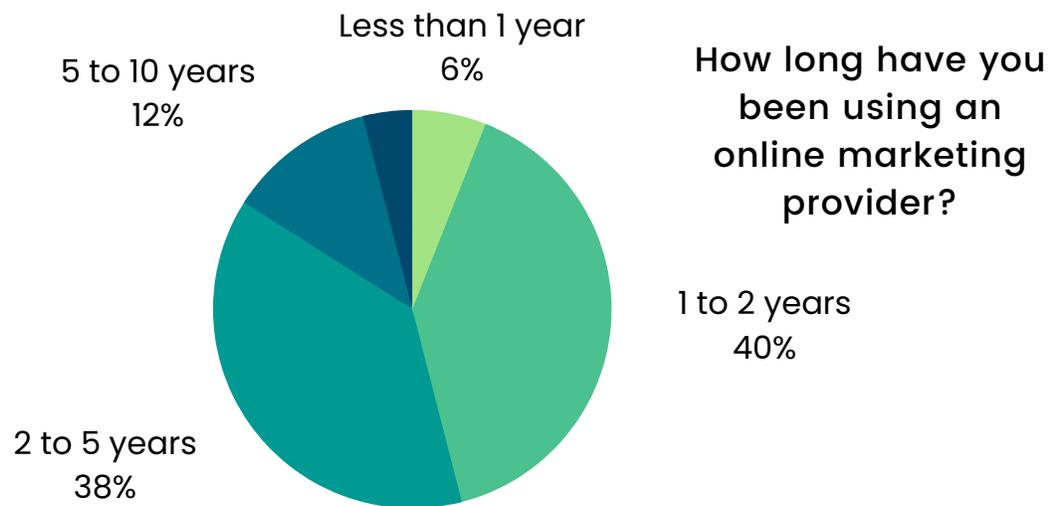
Learn more about PPC advertising and see if it's right for your practice in our Ultimate PPC Advertising Guide for Dentists.

[**>>Get the Full Guide**](#)

MARKETING: IN-HOUSE OR OUTSOURCED?

Bringing marketing expertise to a practice is on the rise. More than half of respondents (58%) are using an online marketing provider, a large increase over last year (38%).

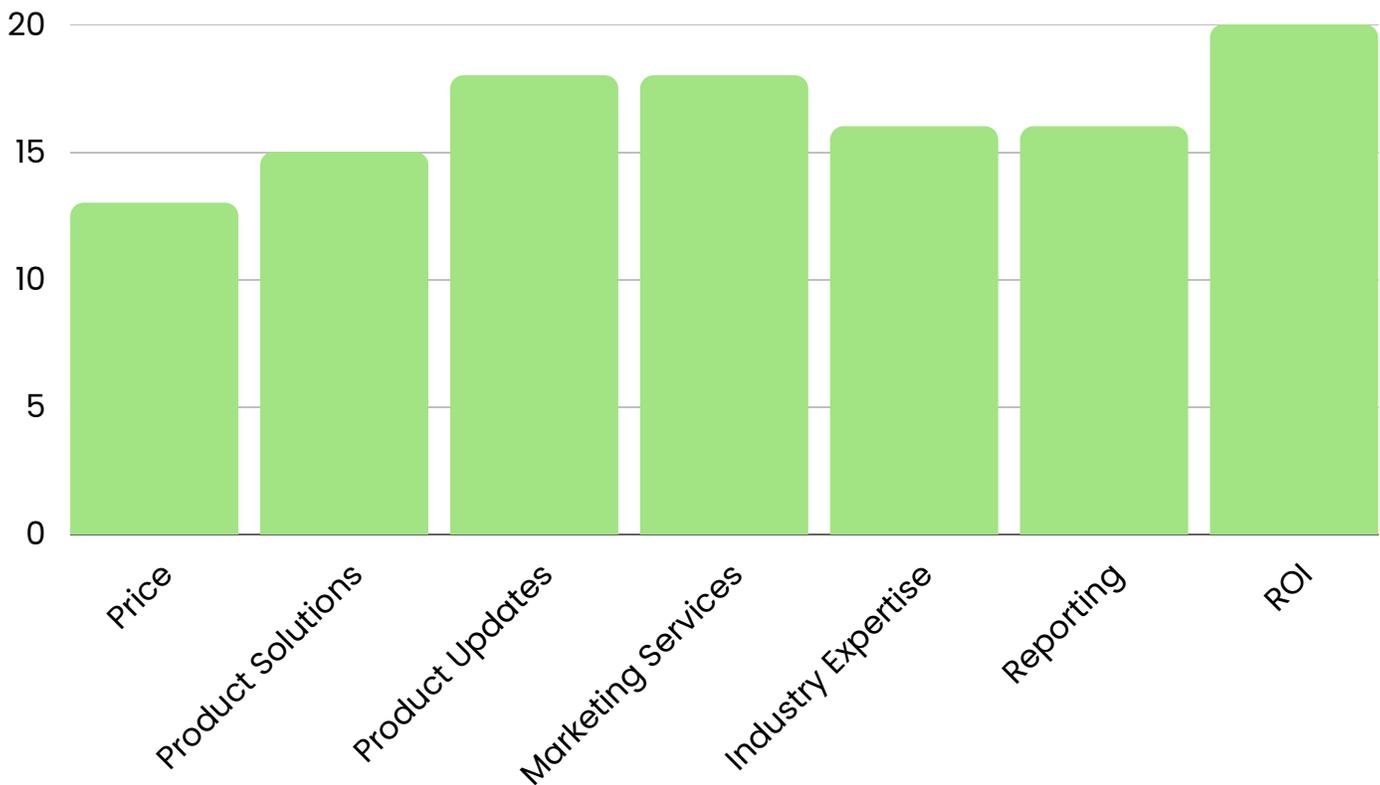
Using an online marketing provider is new to many practices. 40% have only used one for 1-2 years, and 38% have used one for 2-5 years.



MARKETING: IN-HOUSE OR OUTSOURCED?

What's most important to practices about an online marketing provider?

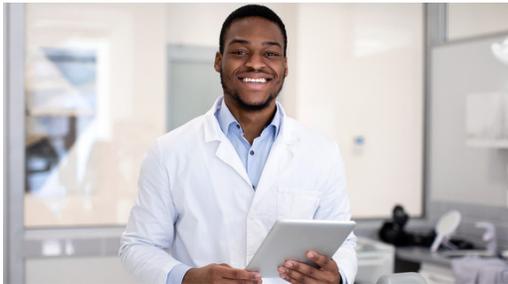
Return on investment (ROI) remains the most important thing for practices when working with an online marketing provider. Practices understand the importance of marketing their practices but want to make sure their marketing dollars are put to good use.



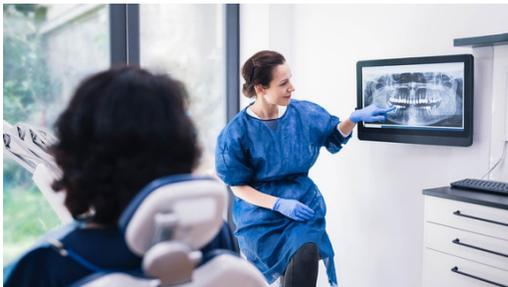
TIP: When selecting a partner, be sure that their services and expertise align with your business goals, practice challenges, and staff needs.

CONCLUSION

Being smart about how you spend your money and getting help when you need it can be excellent ways to ensure your practice is set up for success. Our three top takeaways for 2023:



Align your marketing techniques with your business goals to build the best ROI for your efforts. Example: If you are looking to acquire patients, invest in SEO, Google Business, and other areas so new patients will find you.



Patient education is at the forefront of high-revenue practices. Adding more information about your services to your website and sending out post-care information can help solidify patient relationships.



Invest in automated tactics to save your practice time and allow for more face to face with patients.

ProSites offers digital marketing products and services to help you make the most of your marketing budget and be a top-earning dental practice. 58% of dental practices use an online marketing provider; it is never too late to join them.

ADAPT & THRIVE IN 2023 WITH PROSITES

ProSites delivers innovative website design and digital marketing solutions to help dental professionals build patient trust and improve patient care. The ProSites comprehensive suite of solutions includes ready-to-go and custom website design, search engine marketing, social media management, automated patient communications, and pay-per-click services. ProSites is trusted by over 7,500 dental practices and endorsed by 15 state dental associations.

>>Ramp Up Your Dental Marketing Strategy

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