Five Tips on How to Build Relationships with Your Patients...Before They Get to Your Chair

1. **Ask**: The old saying "find out what people want and give it to them" couldn't be more perfect for your dental practice. Instead of guessing what your patients want, why not ask them. Gaining a deeper understanding of what your patients truly want, and the concerns they have, will allow you to communicate with them in a more targeted, personalized way. This information can assist you in developing your online content.

2. **Small Steps:** Getting the visitors on your website to take action by calling your office or filling out a lead form is no easy feat. Micro-Commitments are a way to take baby steps with prospective patients. No one wants to fill out lead forms and then be hassled by companies with endless email solicitations. But if you ask questions in the right way and offer the smallest next step toward useful and needed information, most consumers will be happy receiving information that can help them.

3. **Discover:** Short quizzes, surveys and assessments are a reliable way to engage your current patients and new patients, making your online visitors feel like your services are specifically designed for them. This creates authority (even if you are unknown to them).

4. **Nurture:** The consumers path to purchase can take anywhere from one to five months. In general, the greater the purchase price or investment, the more involved and longer the decision-making process. During this time it is important to nurture that patient with information that satisfies their curiosity and to some degree agitates them to the point that maybe it's time to do something (take action).

5. **Segment:** The best way to begin this relationship building strategy is to divide your marketing into 2 segments (Internal and External). You can now work on creating campaigns that address your current patients through newsletters, emails and social media. And for prospective patients you create a campaign on your website and social media.