

# Social Media

Marketing

# Guide

# 10

Steps to Jump Start Your  
Social Media Marketing  
to Drive Patients to Your Practice

**SOCIAL MEDIA MARKETING** is a highly effective marketing vehicle that can increase your practice's visibility to the right people at the right time, and can be done with less time and resources than you think. The term social media is universally defined as: web-based communication tools that enable people to interact with each other by both sharing and consuming information. Therefore, your job is pretty simple when marketing your practice as a "brand" on these platforms: share information that your patients **want** to consume, interact with, and share.

Align Technology believes that social media is a powerful marketing channel and has invested heavily over the past few years to ensure that the Invisalign brand has a strong presence across platforms and an ongoing content stream that our providers can leverage. By sharing our Invisalign® brand content on your platforms and encouraging your patients to share their treatment experience on their platforms, you can easily market your practice via these channels as well.

Please use this guide to accompany the Social Media webinar and to help jump start your **SOCIAL MEDIA MARKETING** for your practice with some simple and actionable steps for success. The Social Media webinar recording can be accessed through the Invisalign Doctor Site under Archived Events.

# 1

## Choosing the Right Platforms

- ▶ When it comes to choosing which social media platforms you should market on, it's important to select the ones that offer you the best potential for reaching your ideal target patient and the type of content you are most comfortable creating.
- ▶ How do you define your ideal patient? Think about the patients you currently serve and create a general persona for them:
  - Key demographics: Age, gender, location, occupation, income level, education level
  - Define your business from their point of view:
    - What challenges are they struggling with?
    - What are their most common questions?
    - How does what you offer them improve their life?
  - How are they researching your services?
    - What social platforms do they engage on?
    - Who are they asking for referrals?
- ▶ It takes a lot of time and energy to be on all platforms, so be amazing on one or two
- ▶ Claim your practice & doctor name on each social platform regardless of whether you plan to use it

Tip: Look up and claim your social usernames here: <http://knowem.com/>

For the best return on investment for your marketing efforts, we recommend spending your time and energy on:

### #1) FACEBOOK

One of the most powerful and active social platforms in the world, therefore you can assume you can reach most people on it. It also has the most sophisticated pay-per-click social advertising platform that makes boosting your content for additional reach easy. You can share all forms of content on Facebook, and it is a platform where you can build long-term relationships and showcase “who” your practice is. Post once or twice a day on Facebook.

Facebook Users: 1.6 billion active users, skews slightly more female, 91% are millennials, baby boomers growing rapidly

### #2) INSTAGRAM

Platform to share visual content, including short videos (less than 60 seconds). This is where people go to be visually stimulated, so create and post your content accordingly and utilize many hashtags in your post for added reach. Instagram is owned by Facebook, so you can easily launch advertising campaigns on both platforms at the same time. Post once a day on Instagram.

Instagram Users: 430 million monthly active users, evenly split between males/females, 90% of users are younger than 35

### Additional social media platforms to consider:

#### YOUTUBE

The go-to video sharing/viewing platform and second largest search engine in the world. You need good, helpful, or entertaining video content to play here. Post video on YouTube whenever you have it created.

YouTube Users: 1 billion monthly unique users, 82% are teens, male dominated

#### PINTEREST

A search-driven, content-sharing service that allows users to “pin” content to their own boards for future reference. This is a great platform to reach women and moms who are researching health, self-improvement, or teeth straightening. Post as often as you have creative, informational, and highly visual content.

Pinterest Users: 110 million monthly active members, 80% female

#### SNAPCHAT

Snapchat is a video messaging app which allows users to record and send “snaps” that are only viewable for a short duration of time. Snapchat is the most popular social platform for reaching teens, who are watching over 10 billion video views every day. Use Snapchat as a fun and personal way to connect with the teen audience on a daily basis.

Snapchat Users: 100 million active daily users, 71% under 34 years old, 70% female

#### TWITTER

Share your news, opinions, and article links in 140 characters or less. This is a platform for real-time, ongoing conversation. A good place for curated content that is timely and relevant. You can post multiple times a day on this platform.

Twitter Users: 320 million monthly active users, 29% millennials

#### GOOGLE+

Many argue that this social platform is dying, but it's still a viable platform to set up a page profile solely for search value given its connection to Google. Set up your page and be sure to encourage Google Reviews, but don't invest much more here.

Google+ Users: 300 million monthly active users, 73% male

# 2

## Goal Setting & Strategy

- ▶ Know your goals before you start investing time and money in social, then build your strategy accordingly
- ▶ Most common goals:
  - Awareness: Drive reach and impressions of content
    - Pay to amplify or boost posts to a larger audience
    - Attach popular hashtags in posts
    - Curate and create general interest content that will grab attention
  - Fan Growth: Attract new fans and followers
    - Run promotions that reward a follow or “like”
    - Create content that asks for a follow and offers something in return

- Community Engagement: Encourage likes, comments, shares
  - Create posts and content that has a strong call-to-action: encourages a comment, drives a click to learn more, asks readers to share with or tag a friend
  - Creates a sense of community and sharing: ask questions on posts or poll fans
- Authority/Credibility: Generate patient reviews and user-generated content
  - Ask patients to leave a review and link to your review sites to do so
  - Encourage patients to share a photo via a hashtag or directly on your social platform pages for a chance to win
  - Share your best reviews as content on your social platforms
- Sales: Drive leads and referrals
  - Offer special deals and coupons via social
  - Encourage special offers for social referrals and shares
  - Collect leads via social landing pages or promotions



Set your goals first, then decide which tactics you will test to reach your goals

# 3

## Setting Up Your Platforms

- ▶ Fully set up ALL of your social platforms!
- ▶ Input as much information as you can while focusing on using search friendly keywords to increase your chances of being found. The most important information to fill out on your profiles are:
  - Description copy: Make sure it is full of good keywords for your practice!
    - Good keywords = your practice name, doctor name(s), location, services offered, etc.
  - Location(s): Be sure you include the full address
  - List of services provided
  - Contact info
  - Office hours
  - Website and other social links



▶ Encourage patients to write positive reviews on places such as:

- **Google Local Reviews:**

Patients can leave you a review on Google by finding you on Google Maps or in a Google Search

Tip: You must verify your business with Google to be able to respond to reviews on Google

- **Facebook Reviews:**

Encourage patients to go to the review section on your Facebook page and leave a five-star review

Tip: You will need to add your location and turn on check-ins for Facebook reviews to be allowed on your page



(Image source: My Social Practice)

# 4

Make it

# Manageable

- ▶ Social media management can be done in 30 minutes a day:
  - 5 minutes curating and sharing content
  - 10 minutes creating your own posts and content
  - Schedule content once a week
  - 10 minutes spending time engaging and responding to your community
  - 5 minutes looking for a newsworthy opportunity or trend to share
- ▶ **PRO TIP:** Learn to automate! Automating your social media means that you can schedule out your posts ahead of time so that you don't have to think about it daily.

- ▶ Schedule posts during peak social hours: early morning, lunch break, bedtime—this is when people have the most spare time and are likely to be checking in on social media and engaging with your content.

- ▶ **INSIDER TIP:** Social Media Management Tools

### SPROUT SOCIAL <http://sproutsocial.com>

- Management and engagement tool to manage your social media marketing. Schedule content, engage with posts, assign tasks to other employees, analytics, and more.
- Pricing starts at \$59 a month, free trial available.

### HOOTSUITE <http://hootsuite.com>

- Social media management tool to schedule content, engage with posts, assign tasks, and gather analytics.
- Pricing is free to \$9.99 a month, free trial available.

### BUFFER <https://bufferapp.com/>

- Load your Buffer account up with content and let the tool worry about when to send content—analytics included.
- Pricing is FREE, plus more advanced paid subscriptions.

# 5

## Create

# Good Content

▶ Types of content to post:

- **CURATED:** Find and share compelling and interesting content that others have created
- **PROMOTIONAL:** Your own branded content like offers, deals, and promotions
- **USER-GENERATED CONTENT:** Photos and videos that are shared by your patients, including reviews and testimonials
  - Tip: Be sure you have patient consent to share this content before posting! A consent form or asking for their consent on the post they share will cover you.
- **FUN AND HUMOROUS** content like memes, quotes, or jokes

### Components of good social content:

- Create content that evokes curiosity and other strong emotions: admiration, interest, serenity, amazement, astonishment
  - Inspirational quotes always perform well
  - Strong images and big headlines that spark curiosity
- Make sure your post is relevant and informational
  - WIIFM—What's In It For Me? Think about whether your target audience would find your post valuable or even care
- Write compelling post copy
  - Ask a question, use adjectives, make a bold promise
- Always include a call to action
  - Drive to a link, ask the reader to take action
- Use Hashtags
  - Always use relevant and popular hashtags for greater reach and discovery
  - Add a location tag to your Instagram posts (this means adding your post to the Photo Map when posting)
  - Tag people and pages for greater reach
- Make it visually pleasing
  - Always include an image!

### **INSIDER TIP:** Easy Image Sourcing & Editing

Stock Photos: Cost-effective ways to get stock photography

- iStock: <http://www.istockphoto.com/>
- Stocksy: <https://www.stocksy.com/>
- Kaboom Pics: <http://kaboompics.com/>

PicMonkey: <http://www.picmonkey.com/>

- Simply upload your photo and add copy, filters, and effects to spice up your photo assets

Canva: <https://www.canva.com/>

- No Photoshop skills needed! Choose from beautifully designed layouts and stock photos to create your own custom assets

# 6

## Encourage

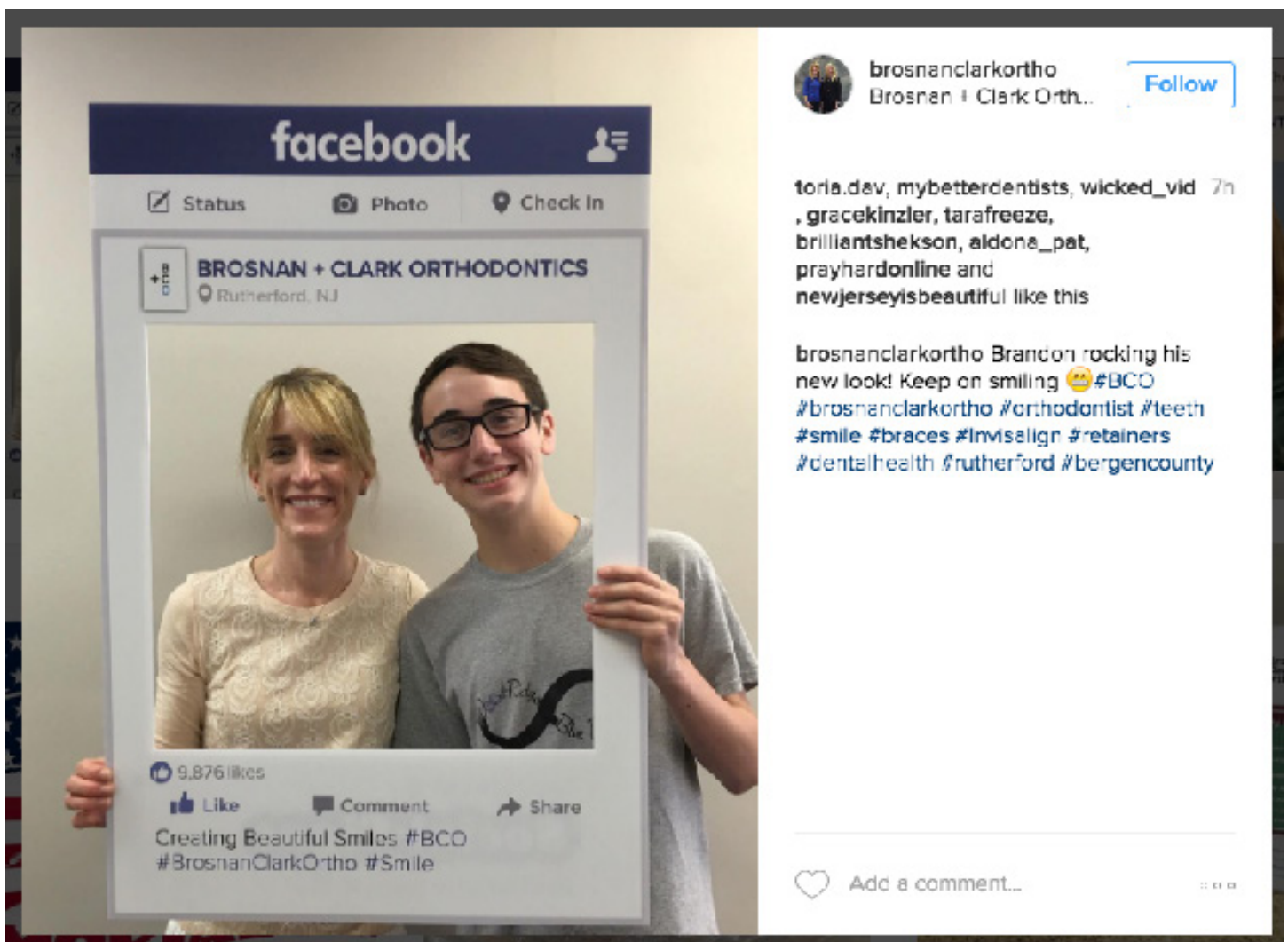
# Word of Mouth

- ▶ Make it easy and compelling for your patients to want to share photos from your office
  - Set up a selfie stick or tripod for patients to capture the perfect selfie
  - Create milestone frames or props for patients to pose with
  - Create branded in-office signage with a hashtag to share
  - Stock an in-office photo booth or prop box in the waiting room
  
- ▶ Share links to your social pages and encourage your patients to share
  - Include links in email communications, front-desk signage, business cards, or flyers



Establish a unique hashtag for your patients to use when sharing their photos.

- Good hashtag examples: #nameortho, #drnamesmiles, #yourpracticenamecity



(Image source: Brosnan + Clark Orthodontics)

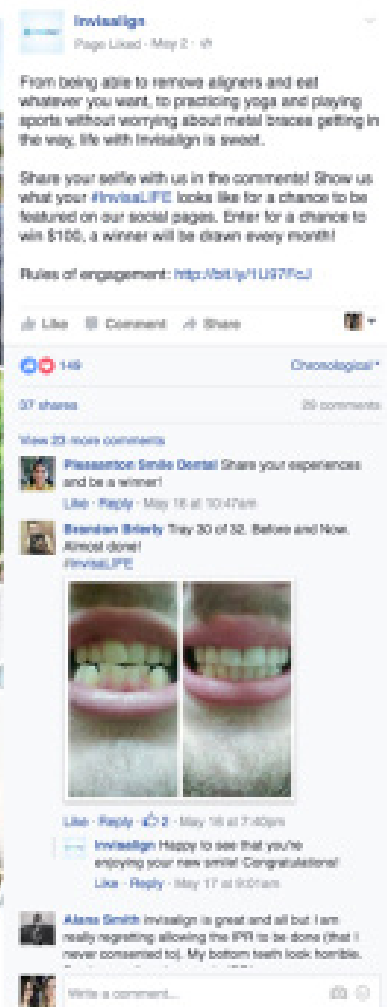
# 7

## Run

# Promotions

- ▶ Utilize social offers and deals to generate leads and new patient referrals
- ▶ Everyone loves to win! Try running an in-stream Facebook promotion or an Instagram hashtag giveaway.
  - Ask patients to upload a photo of their smile to Instagram and use your hashtag. Then, each month, select a winning photo from people who uploaded an appropriate photo with your hashtag. Be sure to include terms and conditions in your post copy.
  - Create a post that goes out at the beginning of the month and pin it to the top of your Facebook timeline. Ask fans to submit a photo in the comments section as a form of entry. Please note that for Facebook giveaways, asking a person to “share” a post as a form of entry is prohibited by Facebook guidelines. Be sure that your post includes a link to terms and conditions, or they are included in the post copy.





## INSIDER TIP: Third-Party Tools & Apps to Run Promotions

WOOBX: <http://woobox.com>

- \$15-29 per promo/month for premium apps
- Sweepstakes, Facebook Timeline promotions, instant win, photo contests, video contests, pin to win, coupons, deals, rewards

RAFFLECOPTER: <http://rafflecopter.com>

- Free
- Task-based sweepstakes—earn an entry for each task

FACEBOOK: <https://www.facebook.com/business/news/page-promotions-terms>

- Free
- Collect entries by having users post on your page or comment/like a Page post
- Likes can be utilized as a voting mechanism

# 8

## Engage with Influencers



A social media influencer is someone who has influence over a large number of people via their social media platforms. Here are a few social media influencers that the Invisalign brand currently partners with and examples of the content they created:

**Valorie Burton:**

<http://www.valorieburton.com/2016/05/one-positive-change-can-spark-ripple-effect/>

**Erika Katz:**

<http://www.erikakatz.com/blog/2016/5/25/what-you-can-learn-from-your-teen.html>

**Holly Homer:**

<http://kidsactivitiesblog.com/84215/time-to-go-to-the-orthodontist>

**Audrey McClelland:**

<http://www.momgenerations.com/2016/05/starting-kids-young-path-good-orthodontic-dental-health/>

**Amanda Steele:**


<https://youtu.be/zHE-2PzHw4o>


**Trevor Moran:**

<https://www.youtube.com/watch?v=Qn5RZwhNlnk>

**Lohanthony:**

<https://www.instagram.com/p/BD6DBnKBuGn/>

 Working with influencers can help you gain reach, relevance, relationships, and results!

 Before working with an influencer, make sure they are:

- **RELEVANT TO YOU:** Read their content and make sure that if they promote your practice, it will be relevant and natural for their followers to engage with
- **ACTIVE ON SOCIAL MEDIA:** You want someone who is actively posting and has lots of reach and followers
- **INFLUENTIAL:** Read their comments and engagements for proof that they have influence over their followers
- **POSITIVE:** Make sure to spend time reading their content to ensure that they keep it positive

 **INSIDER TIP:** Tools to Find Influencers to Partner With

FINDING HASHTAGS: <http://tagboard.com>

- Search for the most popular local hashtags to see how they are being used; the more you research, you will see the influencers leveraging these hashtags that you can reach out to

KLEAR: <http://klear.com/free-tools>

- Find local influencers by skill and location

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## Amplification

# Pay-to-Play

▶ Utilize Facebook advertising to reach a larger local audience.

▶ Paid advertising ads to try:

- Facebook Boosted Posts:

<https://www.facebook.com/business/a/boost-a-post>

- Facebook Local Awareness Ads:

<https://www.facebook.com/business/learn/facebook-create-ad-local-awareness>

- Facebook Lead Gen Ads:

<https://www.facebook.com/business/learn/facebook-create-ad-lead-ads/>

# 10

## Learn & Steal

- ▶ Follow and learn from the best and steal content when you can!
- ▶ Subscribe and follow social media marketing experts and gurus for tips and tricks.
- ▶ Look up your biggest competitors on social media and see what you can learn from following them.
- ▶ Find other doctors that are doing a good job with their social media—a Google search can help here by looking up terms like “best doctors on social media” etc.
- ▶ Follow and steal content from Invisalign!

Follow and Connect with  
**INVISALIGN**  
on Social



<https://www.facebook.com/invisalign>



<https://www.instagram.com/invisalign>



<https://twitter.com/invisalign>



<https://www.youtube.com/invisalign>



#Invisalign, #InvisalignTeen, #InvisaLIFE

**INVISALIGN TEEN**



<https://www.instagram.com/invisalignteen>



<https://twitter.com/invisalignteen>



<https://www.youtube.com/user/InvisalignTeen>

Checklist:  
Manage Your Social Media in  
**30**  
Minutes a Day

# Social Media Marketing

## CURATE SOCIAL CONTENT (5 mins)

ALL of your content doesn't need to be custom created. Curate content: search for interesting articles, humorous jokes, educational tips, reviews, and other content relevant to you and your audience and share it.

Check these sites:

**PINTEREST** - search for relevant keywords such as Invisalign or orthodontics

**YOUTUBE** - search for relevant keywords such as Invisalign or orthodontics

**BUZZFEED** - search for relevant trending pop culture content

## CREATE SOCIAL CONTENT (10 mins)

Write compelling copy and source an engaging asset to create a social post.

Use short copy that evokes curiosity and other strong emotions such as admiration, serenity, amazement, or astonishment.

Use tags and hashtags for added reach:

You can TAG another page, brand, doctor, or influencer by using the @ symbol and inserting their page name. For example, if you would like to tag the Invisalign page, when you type in the post you would type in @Invisalign. This will allow your content to have the added visibility of Invisalign's fans and followers.

Below is an example of what the post will look like when you tag the Invisalign page.



(Image Source: Rhoads Orthodontics)

Note: You must follow or like the page you want to tag first!

Utilizing popular #HASHTAGS can increase added reach and engagement for your posts, especially on Instagram. Search and find relevant hashtags for your local area, industry, and general interest. Some popular hashtags you can leverage are: #smile, #invisalign, #teeth, #dentist, #orthodontist



Below is a good example of an orthodontist making great use of hashtags.



♥ 25 likes

shipleortho Great new smile Kaeleigh :) awesome job!

shipleortho #dental #ortho #az #arizona #orthodontist #smile #teeth #white #braces #happy #dentist #invisalign #bubblegum #doctor #peoria

(Image source: ShIPLEY Orthodontics)

To create a beautiful photo asset, check out these tools from our resources toolbox: Stocksy, Picmonkey, Canva (links provided in the resources section of this guide).

### POST AND/OR SCHEDULE CONTENT (Once a Week)

- Some networks such as Instagram and Snapchat, you must post day by day. For others, including Facebook and Twitter, you can schedule content out.

Automate what you can!

Resources from our Toolbox:  
Sprout Social, Hootsuite, Buffer

### COMMUNITY MANAGEMENT (10 mins)

- Check in on your social pages daily to respond to any questions or comments from your audience.

Actively reach out to and engage with other local businesses and influencers.

### REAL-TIME OPPORTUNITIES (5 mins)

- While you should plan and schedule content, it's important to remain flexible for real-time opportunities. Check to see what is going on in current news and pop culture that is relevant to your practice.

For example, the morning after red carpet events such as the Oscars, share your favorite "Red Carpet Smiles."

**Additional**

# Social Media

**Resources**

## SOCIAL MEDIA MARKETING PUBLICATIONS

### SOCIAL MEDIA EXAMINER

<http://www.socialmediaexaminer.com>

Social media how-to's, trends, case studies, and more.

### MASHABLE

<http://www.mashable.com/social-media>

Social media news.

### SOCIAL MEDIA TODAY

<http://www.socialmediatoday.com>

Social media news, case studies, tips, and more.

### FACEBOOK

<http://www.facebook.com/business>

Case studies, how-to's, and Facebook marketing product overviews.

### INSTAGRAM

<http://www.business.instagram.com/>

Tips on how to get started, advertising, inspiration, and resources.

## SOCIAL MEDIA MARKETING RESOURCES FOR DENTISTS/ORTHODONTISTS

### MY SOCIAL PRACTICE

<http://mysocialpractice.com>

Social media marketing resources and services for dental practices

### SOCIAL MEDIA AND RELATIONSHIP MARKETING FOR DENTISTS

<http://ritazamora.com/tag/social-media-marketing-for-dentists/>

### SOCIAL MEDIA FOR DENTISTS

<http://www.socialmediadentist.com>

### SOCIAL MEDIA FOR DDS

<http://www.socialmediadds.com>

### PHOTO CONSENT FORM TEMPLATE

<https://www.rocketlawyer.com/document/photo-release.ri>

# Social Media

## Glossary of Terms

### **BRAND PROFILE**

Brands can create a brand profile, in which the brand acts as a node in the network's social graph. Doing so increases the opportunities for interactions with customers and prospects and also encourages people to talk about the brand with each other.

### **CALL TO ACTION**

Call to action refers to a direct request in a marketing message for a specific behavior.

### **CONTENT**

Content is the unit of value in a social community, akin to the dollar in our economy. Content may include opinions, catchphrases, information, fashion photos, advice, art, or photos from that wild party last week.

### **COMMUNITY MANAGER**

Person that works to build, grow, and manage online communities and social media engagement around a brand or issue.

### **ENGAGE**

Attracting users' attention and actively involving them in a conversation. If you are communicating with other social media users, you are engaging.

### **ENGAGEMENT**

The number of likes, comments, and shares you receive.

## Social Media Marketing

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### **FANS**

These are the people who “liked” your business page. A business does not have to take any action for someone to become a fan.

### **FEED**

A news feed of updates posted by those on your friends list, as well as from groups and pages to which you have subscribed.

### **HANDLE**

A handle is a username in social communities.

### **HASHTAG**

A single word or phrase preceded by the # symbol to define messages relating to a particular topic.

### **IMPRESSION**

In advertising lingo, an impression refers to a view or an exposure to an advertising message.

### **INFLUENCERS**

These are individuals who have the ability to sway the behaviors, thoughts, or actions of their community. There are several methods by which the social media community currently determines influence, such as: follower/friend count, professional title, frequent topics of discussion, or authority metrics such as a Klout score.

### **INSIGHTS**

This is your analytics hub. You can find all post and page analytics here.

### **KEYWORDS**

Keywords tell the bot what information to gather and specifies the relevant topic.

### **LIKE**

An engagement function that lets fans give positive feedback on a post.

### **LINKS**

Links are the building blocks of social publishing. The more links to your content, the higher the ranking you will probably receive during a search engine query.

### **MEME**

A means of taking viral concepts and making them everyday lingo.

### **NEWS FEED**

Your news feed is the first thing you see when you log in to a social media platform. The feed shows new posts from pages and profiles you've "liked."

### **ORGANIC REACH**

The number of people who saw your post.

### **PAGE**

This is your business profile or "page" where customers can find your posts and business information.

## Social Media Marketing

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### **PAGE "LIKE" / FOLLOW**

When a fan "likes" your page, anything you post or update will show up in their news feed.

### **PAID REACH**

The number of people who saw your post due to an ad you paid for.

### **PLATFORM**

A system that manages content. For instance, Wordpress is a platform that manages a community of blogs.

### **POST**

A post made on the social networking site.

### **PROMOTED POST OR "BOOST"**

You can pay to boost a specific post so that it is shown to more friends or fans.

### **PROFILE**

A personal page created for individual use.

### **REACH**

The number of people who saw your post. This includes the number of people you reached through organic and paid reach.



### **SEARCH ENGINE OPTIMIZATION (SEO)**

SEO is the process of modifying content, site characteristics, and content connections to achieve improved search engine rankings.

### **SHARE**

The main focus of all social media platforms is to share your content, thoughts and company voice with others. Sharing options can also be added to your site to allow people to like, +1, email, tweet, or many other methods of endorsing or forwarding your content to others.

### **TIMELINE**

The stream of updates on your own personal profile or page.

### **TAG**

A link to a user's profile. Users can be "tagged" in photos or status updates.

### **USER-GENERATED CONTENT (UGC)**

Any form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasts, digital images, video, audio files, advertisements, and other forms of media that was created by users of an online system or service, often made available via social media websites.

### **WORD-OF-MOUTH (WOM)**

Oral or written recommendation by a satisfied customer to the prospective customers of a good or service.



## **DISCLAIMER**

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**GOLD PR**  
4008 Shady Ridge Drive  
Corona, CA

**951.340.3330**  
**[www.goldpr.com](http://www.goldpr.com)**