

MMSG Holiday Party Announcement

Thursday, December 11, 2014

At
Vermillion
NYC



Drinks,
Dinner &
Dancing

Invite & RSVP is required to attend. Invitation to follow.

MM MANHATTAN
SG MAXILLOFACIAL
SURGERY GROUP
NEWSLETTER

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MM MANHATTAN
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SURGERY GROUP

NYC Interdisciplinary Study Club

Shahin Shahgoli DDS Antonio Del Valle DMD, MD

Manhattan Maxillofacial Surgery Group
16 East 52nd Street, New York, NY 10022
(212) 245-5801

Dental Study Club Meeting Announcement Meetings Include 3 CE Credits & Dinner

Wednesday, October 15 -- Lectured by Louis Dipede
Title: Different Options for Implant Overdentures

Meeting Location: Dopo East
345 East 62nd Street (1st and 2nd Ave)
Time: 6:30 PM- 9:30 PM

2014-2015 Meeting Dates: 11/19, 1/21, 2/18, 3/18, 5/20

If you are interested in attending our meeting, please contact us for availability. Seat reservations by RSVP only.

CONTACT

For reservations,
questions, or comments
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Welcome to the Fall 2014 Edition

Thank you for checking out the fall edition of our newsletter. We hope you are enjoying the crisp autumn weather and all the season has to offer. Through sharing our articles, research, and events it is our goal that this newsletter provides you with an oral health resource. In this edition you can find an article on 4 Simple Ideas For Facebook Marketing Effectiveness and information on our upcoming event and study clubs. We provide continuing education credits through our study club to dentists who work with our practice or to dentists who are looking to get to know us better. Please be in touch with any questions or comments- feedback is always appreciated.

Learn more about the practice at:
www.oralurgeryofmanhattan.com

Check out our events and photos at:
www.facebook.com/nklfNYCOraISurgery



4 Simple Ideas For Greater Facebook Marketing Effectiveness
By Jack Hadley

You probably already have a great-looking Facebook page set up for your practice. But, are you getting the engagement (Likes, comments, shares) that will help make it effective? If not, here are four ideas you can easily start implementing today that will make a big difference—without spending a ton of time.

1. Incentivize Your Team To Build Page Likes

Although page Likes, in and of themselves, are NOT the goal, they DO play a critical, foundational role as you move ahead. Telling your practice story requires having an audience. One of the very best ways to increase your page Likes—in a relatively short amount of time—is to meet with your team and set some in-practice goals. When your Facebook fan base is still small, your team members can make a big difference. How many team members do you have? 5? 25? Remember that the average Facebook user has 250+ friends—many of which live in the geographic area your practice serves. Twenty team members times 250 is 5,000 prospective fans (and new patients).

Even though your team members love working in your practice, and would likely love to help out, offering a little incentive makes this more fun. How about challenging the team to work together to get a specified number of new page Likes... And when they reach that goal, take them to lunch at some fancy-pants restaurant. Make it challenging, but not out of reach. Is it 200 additional Likes? 300? 500? Don't forget, buying lunch is a pretty economical marketing spend, given the upside.

If competition sounds more fun, make it a contest between team members. Give one super prize to the winning team member and some smaller prizes to the runners up.

2. Post Daily

Back in the old days you needed to worry about “saturating” your Facebook fans with excessive posts. That’s likely not going to happen anymore. Keep in mind that the #1 objective for your Facebook page isn’t to sell dentistry... It’s to promote engagement. When your content is interesting and consistent (and SEEN—see #4 below) it gets Liked and shared.

Keep in mind that you don’t need gigantic “viral” successes on Facebook to be effective. One Like, comment or share on a Facebook post is 100% more than you had before you got started. One online interaction not only means that you’ve connected where you otherwise would not have, but now you’re potentially connected with every person that person is connected with. Baby steps.

Not sure what to post everyday? Here’s a great place: <http://mysocialpractice.com/2013/04/10-free-facebook-for-dentists-ideas/>) to get 10 free ideas to kickstart your thinking. Discover the kinds of posts that work best for you.



3. Make Some Of Your Posts Personal

Never forget... People like doing business with people they know and like. Dental information alone will rarely motivate a patient to share your practice story with their trusted, highly scalable, permission-based networks (like Facebook). Recommending and choosing health care providers is an emotion-based, human decision.

Yes, I said “patients”, not “prospects” first. Social media marketing is patient-driven, word-of-mouth marketing online. You’ll be targeting potential new patients, but doing it primarily through your existing patient base.

Not every practice has the same comfort level with sharing personal content. Discover what is right for you. Never share things you just are not comfortable sharing. Having said that however, push yourself out of your comfort zone once in a while. Life’s short.

So how personal is personal? Does the world care if you had a Reuben sandwich for lunch today and it gave you heartburn? Probably not. By personal, we mean being warm, transparent, humble, and imperfect... Each of which are traits that human beings like in other human beings. And most of all, be APPRECIATIVE.

4. “Boost” Some Of Your Posts

Just a couple of years ago, getting Likes, comments and shares on your practice’s Facebook page was simple—and free. Facebook was pushing your content through to your fans, and if your content was good there was engagement. That has changed.

Over the last year, Facebook has essentially moved to a pay-to-play model. Facebook doesn’t divulge their strategy, but experts estimate that (without boosting... i.e. spending money) only about 4% of your fans see the things you post. Boosting dramatically drives that number up, even when spending as little as \$5.00.

The bottom line is that **boosting posts on Facebook** (<http://mysocialpractice.com/2014/07/boosting-facebook-posts/>) is one of the BEST marketing values around.

How much should you be spending? We recommend that you start by spending \$5–\$10 promoting posts a couple of times each week. Increase your budget from there. You already know that there’s no silver bullet in marketing so exercise patience as you refine your approach. Learning how to boost posts is pretty easy too. Facebook will walk you through it to help you identify who you want to target, etc. There are also some Facebook mandatory design rules you need to pay attention to in order to have your post approved by Facebook for posting.

You Can Do This Even Better Than Before

The more your patients and prospective patients engage with your Facebook posts, the better they’ll get to know what makes your practice special. Moving existing patients toward greater retention, increased referrals, and higher AVP dollars spent in the practice first requires strengthening those trusted relationships. By thoughtfully nurturing your Facebook platform, you’ll also move prospective patients toward becoming new patients through many of the same strategies.

Jack Hadley
Bio

Jack Hadley focused the last 12 of his 25-year marketing career solely on dental marketing—with the last 5 years specific to social media dental marketing, and authored over 300 articles and blog posts on this topic. He developed and teaches a Social Media Marketing course to MBA students at Brigham Young University.