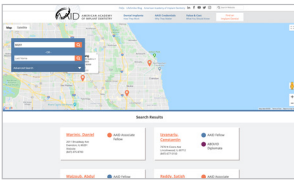


AAID Dental Practice Marketing Checklist



Patient Information Brochures



AAID Find An Implant Dentist Tool



AAID LifeSmiles Blog page



Brand Awareness

*Do people in your community know who you are?
Can people find you when they search online?*

- Brand package** — Logo, business cards, brochures. Through the AAID, you can order custom patient tri-fold brochures on top dental implant topics—missing teeth, missing bone, and dental implant options. [Order now.](#)
- Website** — Make it responsive and provide valuable information. Help people learn about you, your experience, your services, how to get in touch with you.
- Google My Business listing** — Claim it and make sure it is complete and accurate.
- AAID Find An Implant Dentist Tool** — Prospective patients are using this tool to discover AAID dentists in their area. Ensure more click-throughs or calls to your dental practice by keeping your profile complete and up-to-date. Make revisions via your [AAID Member portal.](#)
- Chamber of Commerce** — Reach out to your chamber of commerce and find out if they have a local business directory.

Content Marketing

Increase your website traffic and your online authority by paying close attention to patients' top questions, problems and concerns and demonstrate your expertise on these topics online:

- Video** — Make short videos of you responding to top patient questions. Good sharing platforms are YouTube, Facebook or Instagram Stories.
- Blog** — Add a blog to your website and show your expertise through written articles.
- AAID guest Blog post** — Get increased traffic to your website by being a featured author on the [AAID LifeSmiles Blog.](#) Get started by emailing us at editor@aid.com

Social Media

Build trust and relationships with people. Help prospective patients feel comfortable before they visit your office. Let them know you're all about people, not just teeth.

- Build a social media presence** — Choose one or two social channels and do it well. You don't need to be on every platform.
- Establish trust through posts** — Share patient testimonials, before and after patient photos (with permission), friendly photos of your team, dental memes (a little humor is always good!), helpful articles.
- Share content about dental implants** — Share AAID's posts on Facebook, Instagram or Twitter.

Email

Grow your practice and provide value to your patients

- Appointment reminders**
- Thank you notes and follow-ups**
- Birthday greetings** — Remind patients to think about you
- Bring back lapsed patients** — Send personalized messages and check in on their progress
- Announcements** — Introduce new service you offer, introduce a new staff member
- Helpful information** — i.e. How your office is responding to COVID-19