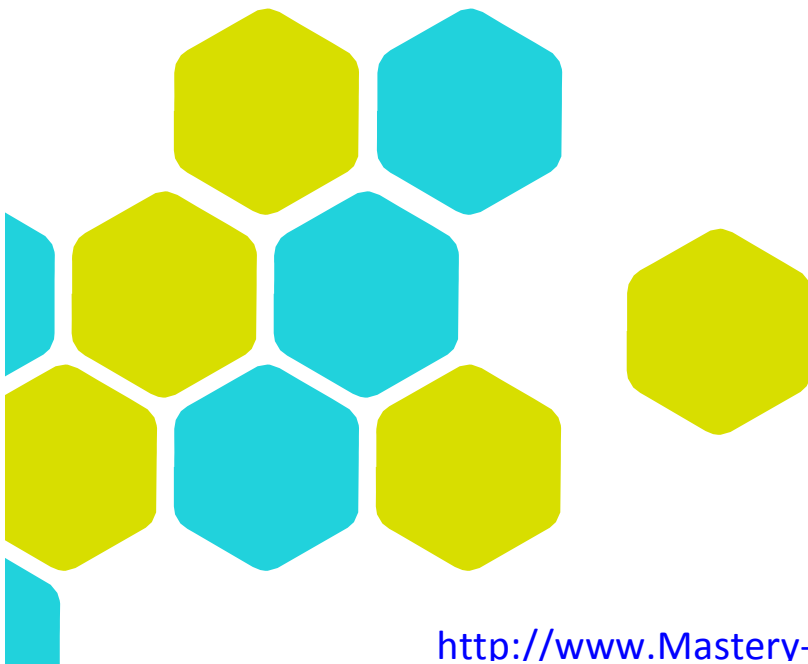


The

MasteryLab

Podcast



<http://www.Mastery-Lab.com>



Transcript: Episode 3

One of the most common requests for help we get is centered on community awareness & social media.

Building Community awareness about your practice, letting the local businesses & people know you're there, know who you are, learn about the services you offer, the technology you have, and why you are better than the guy down the street is all apart of community awareness. Social media is a great place to build that awareness – it's like the days of going around town to shake hands with the neighbors.

One of the best ways we've seen to grow awareness is to have a strategy using your social media to connect with your neighborhood & local business.

Today I've got the 1, 2, and 3s to help.

The 1st place we start is with creating a community database. This would be a database of all the different businesses, organizations and events that you want your practice to gain awareness with.

Think schools, local radio stations/media, coffee houses, the places you & your team goes to eat lunch at every week. Think of the places your patients rave about & support. For events think about sports teams or the annual pumpkin patch 5k run or how about connecting with organizations your patients are a part of – tennis club, museums or community centers?

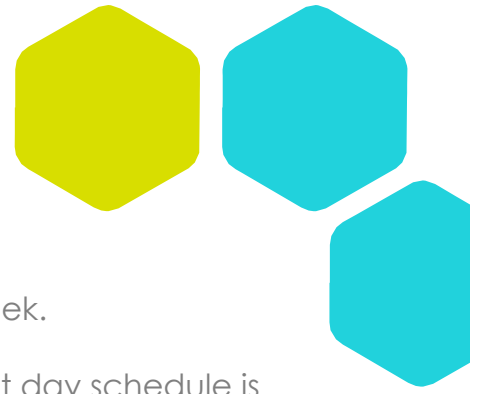
Grab a spreadsheet & list out all the businesses & organizations you support or who your target patients support.

In the database make a column for their web address and columns for all their social media platform links & don't forget to include their handles. A social media handle is another name for their username or page name.

For community events add a column to include the dates & contact persons information.

Next, create a schedule to connect with these business & organizations on social media. Add an event to your practice calendar that reminds you it's Community Connect Day. Connect day is where you go and follow or like the names in your

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database. Make a schedule out of it; try for 2-3 connect days per week.

But don't stop with just liking or following them. Part of the connect day schedule is to comment on their channels & posts. Like something they are posting or talking about. You can do a 'we support local' day where you give someone else's business a shout out. When you do this be sure to use their Facebook or Twitter handle so they get notified someone mentioned them. Your name will pop up in their notification, which will help them know you are trying to connect with them if they are not already following you.

You'll start to see some of the audience of these businesses & organizations reach out to you too & engage on your page and we've seen new patients referrals as well.

The best way to get out into your community online is to go where your target market is already engaged – social media.

This is an overview of more detailed strategies we employ with our offices to generate patient referrals and awareness, which is great for a competitive edge.

That's our show for today. We love sharing what works and we'd love to know how these tips work for you as well. Feel free to drop us a comment or if you'd like to learn more about making the most of your community awareness you can sign up for a free one-on-one coaching call.

Don't forget to [subscribe to the Mastery Lab podcast](#) and leave a comment or a review to help other dental professionals find us. Thanks again for stopping by.



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