



Facebook Tips

ATTRACT NEW PATIENTS

Set Up Facebook Page

- Make Sure You Have A Professional Practice Page Under Business Name Not Personal
- Accurate Hours of Operation
- Contact Information
- Hi-Resolution Pictures



Create A Call-to-Action

- Book Appointment
- Call Now
- Learn More
- Send A Message



This is a great way to get patients to do something!

Facebook Ads

Advertising Allows You To Increase The Reach Of New Patients. Boost your Facebook posts, and events to increase traffic at a low cost.



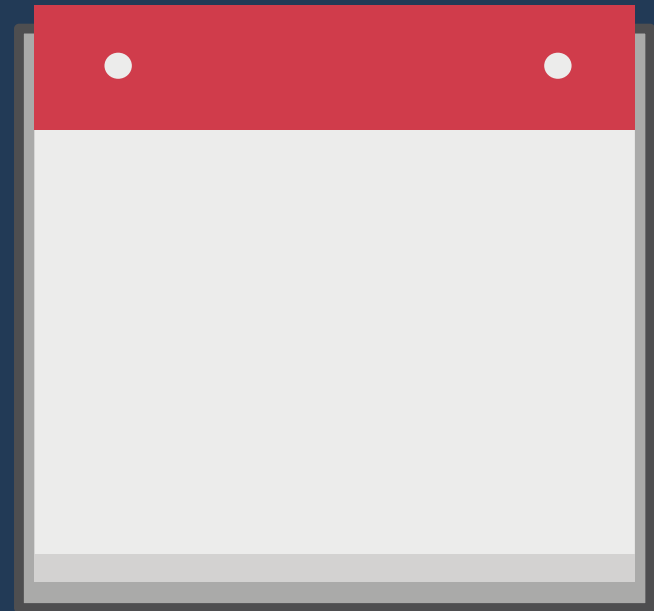
Ask Patients To Leave Reviews

The best promotion online
is word of mouth, show the
world how much your
patients love you :)



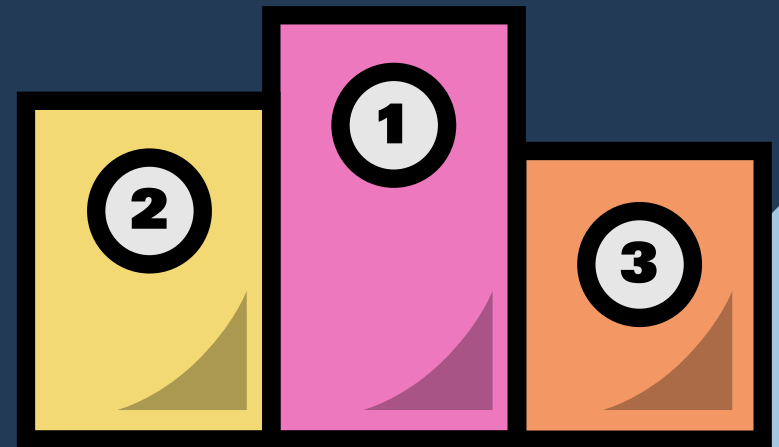
Create Events

Promote special events to invite patients, and create excitement around the office



Run Contests

- Create Special Offers
- Give-aways-free t-shirts
- Raffles
- Exclusive Discounts for Facebook Only



Contests allow people to share your page and invite new people to know about your services.

Post A Variety Of Content

- Blog Posts
- Photos of Behind The Scenes
- Press Releases
- Videos and Shorts
- Testimonials, Before & Afters, Etc.



Go Live From Your Office

- Showcase personality, and jump on popular trends.
- Engage as much as possible with your audience (allow them to join in and share)



Use Hashtags

Get discovered easily by using hashtags.

#YourDentalOfficeName #service1
#beforeandafters #service2



Customize Your Profile

Get creative by adding cover photos, and custom pages that promote your services.



Thanks for downloading

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