

Dental Laboratory Marketing

Dental labs can no longer just make teeth. They must focus on business to survive.

The first thing to focus on is marketing.

Dental lab marketing is different than most other marketing. We are talking to a select few people of the Earth's population. We only want to engage general dentists. Dentists tend to think differently than most consumers. They are fairly isolated in their own practice. They respond to marketing differently than you would expect! They have people around them paid to protect and isolate them. When you email or send direct mail to them, the front desk will toss those in the trash before anyone else sees them.

One of the most important things a lab needs to implement right away is to STOP doing things that don't work.

Why?

Because they are expensive and take up our time.

What is on that list?

Postcards, brochures, personal letters, coupons in the mail, etc...

Why?

Because you are in direct competition with large labs and large marketing departments with bottomless budgets.

Instead... we take the personal approach and bond with dental offices. Give them a responsible person to trust – give them personal service that cannot be matched by mail out marketing.