



# 20 WAYS TO GET MORE FACEBOOK LIKES

A Sesame Guide to Practice Success





## Did you know that more than 67% of dental practices report that they're using Facebook as a marketing tool, according to a Fall 2011 study by the Chicago Dental Society?

It's no surprise considering Facebook has more than 850 million users, with the average U.S. consumer spending over seven hours per month on Facebook.

The time is now to start harnessing the power of social media as a marketing channel for your practice, and this guide will help you do just that! Learn the top tips in dentistry for growing your practice's Facebook likes, engaging your current patients, and attracting new patients.

**Turn the page and let's get started!**

### Sesame Guides to Practice Success

As a leader in education and research in the dental industry, Sesame Communications has created the Guides to Practice Success (GPS), a series of educational resources with bite-sized, actionable tips you can start using to grow your practice today!

#### Topics Include:

- Social Media Marketing
- Search Engine Optimization
- Website Design
- Patient Engagement
- And Many More

## 1

### Setup a Facebook vanity URL

The default Facebook web address for your page includes a long randomly assigned string of letters and number. Once you've hit 25 Likes on your Facebook page, you can set up a unique URL (web address) for your Facebook page. Having a short URL will make it more memorable and much easier for your community to find your practice's page.

To see if you have a vanity URL, go to your Facebook page and look in the address bar. If your address is [www.facebook.com/YourPracticeName](http://www.facebook.com/YourPracticeName), you are all set. If it is not, go to [www.facebook.com/username](http://www.facebook.com/username) and follow the instructions on screen.



## 2

### Link to Facebook in all your marketing efforts

Social media icons are on nearly every marketing medium seen today. Ensure each page of your practice website has a link to Facebook. Add your Facebook vanity URL to all of your advertisements including your business cards, letterhead, TV ads, newspaper articles, radio placements, electronic communications, and digital signage.



## 3

### **Add QR codes to your practice swag**

If you give away swag (practice branded items like postcards and flossers), be certain to include a QR (Quick Response Code) for marketing purposes. QR codes are barcodes readable by smart phones and can link to your Facebook page. Place these codes on your practice tshirts, mugs, toothbrushes, bracelets, bags, magnets and lip balm.

## 4

### **Include a link to Facebook in your email communications**

Patients prefer to receive their appointment reminders via email over phone by three to one (Sesame Communications, 2010). If your practice uses email for appointment reminders, you have a great opportunity to promote your Facebook page to a captive audience. Whether you are sending appointment reminders, reactivation emails, no show alerts or practice e-newsletters, be sure to include a link to your Facebook page. Utilize a Patient Communication System and send personalized email to each of your patients with a specific message requesting they Like the practice on Facebook.



## 5

### Donate to a charity

For every Like you get on Facebook donate \$1 to a community charity. This will provide an opportunity to not only support a good cause, but also drive prospective patients to Like you on Facebook. Be sure to promote your charitable giving through press releases, announcements in your office and through your Facebook page. Find a charity in your community with a big voice, one that is the most likely to help spread the word.

## 6

### Create signs in the office

Design a simple page with a Facebook logo and Facebook QR code, and print and place it within picture frames. Place each frame in highly visible areas including the front desk, bathroom and beside each patient chair. Place a sticker on your window promoting your Facebook page. Websites like Speedysigns.com sells these types of decals for a few dollars each.



7

## Provide an iPad or an iPod touch chairside

One doctor shared recently that he grew his practice's Facebook Likes by one thousand in one month by having an iPad in the office for patients to play with. The practice explained they were able to drive such significant growth to their page by allowing patients to use the device once they first liked the practice's Facebook page.



8

## Run a contest or sweepstakes on Facebook

Contests are a fantastic way to leverage the network effect of social media, as your patients can recruit their friends and family to vote or even enter your contest. Whether you're running a simple enter-to-win sweepstakes, or a more involved photo or essay contest with patients, your Facebook page can be a great way to promote, and in some cases, even administrate these promotions! Contests and sweepstakes are some of the best ways to engage your patients and drive more likes to your Facebook page, however they require time and planning in order to be successful. Finally, as with all contests and sweepstakes, there are special legal restrictions you need to follow. Additionally, Facebook has specific guidelines regarding promotions on their site, and you should review these beforehand to ensure your contest or sweepstakes is in compliance.



## 9

### **Include Facebook links within email and forum signatures**

When sending emails to anyone, whether they are a current patient, prospective patient, friend, family, or even mom, be sure to include a signature line with a link to your Facebook page. This same practice works nicely on online forums as well. When replying to a thread, for example, on [dentaltown.com](http://dentaltown.com), include your Facebook URL in your signature. To update your signature on [dentaltown.com](http://dentaltown.com), go to "My Profile," and click "Signature/Avatar" under "Public Profile." [dentaltown.com](http://dentaltown.com), go to "My Profile," and click "Signature/ Avatar" under "Public Profile."



## 10

### **Incentivize your team**

Everyone likes a contest, especially if there is a prize at stake. Set a goal in your office to increase the number of Facebook likes by X in a month. Some practices will put a dollar per Like in a pool for the entire team to split at the end of the month. Other practices will incentivize with a pizza party. Create a poster or sign in a visible place in your office to track results, just as you would for a food drive. Setting a goal with a specific target and timeline will get everyone talking.



## 11

### Message Facebook groups

Facebook groups provide a place for groups of people to communicate about common interests. There are nearly as many Facebook groups as there are active Facebook Members. If you go to Facebook and do a search for any general interest topic, you will likely find a group of individuals discussing that topic. Groups can be a fabulous way to gain exposure to your Facebook Page. Do a search within Facebook for “Mommy,” for example. You’ll likely find a local group of moms who discuss the growth of their families and often plan get-togethers. Click on the group and then click on the administrator for the group. Send the administrator a message about your business and why you believe the group might be interested in following/liking your Facebook Page. If on your Facebook page you provide helpful tips to take care of children’s teeth, the Mommy group may be interested in reading those tips and ultimately liking your Facebook page.

## 12

### Add a Facebook Like Box on your website, blog and other social media sites

It’s important to add a Facebook icon to your website and other social media sites. The Facebook icon links directly to your Facebook Page where a prospective patient can read your content and decide if they want to Like your page. The Facebook Like Box works a bit differently. The Facebook Like Box can be added to your website and other social media sites and provides a tally of the total number of Likes you have. It also gives the user the ability to simply hit the Like button and immediately Like your page. This can be especially attractive if you want to keep that prospective patient on your website instead of potentially losing them to Facebook.



## 13

### Share your page with friends

With our 850 million Facebook users, it's likely many of the folks on your team are also on Facebook. As employees of the practice; request each team member share the practice's Facebook page with their friends on Facebook. Have them log into their own personal Facebook account and find the practice's Facebook page. In the top right hand corner find the wheel with an arrow pointing down. Click on the arrow and then click "Share." Your team can both share the practice's page on their own timeline, can suggest it to groups they belong to, can share it on a friend's timeline or even in a private message.



## 14

### Give something away to patients that Like the practice

Let your patients know, if they Like your practice on Facebook, they will receive a gift in office for doing so. Unlike contests run through Facebook, this contest is run in your office. The winners are announced in office. Doing so allows you to bypass the Facebook contest guidelines. Give away some office swag or a redeemable token.

## 15

### Use your vanity URL on other Facebook pages

Find Facebook pages related to your practices and share a post on that Facebook page including a direct link to your business page. For example, let's say you attended a community event where the local salon was also present. Go to the salons' Facebook page. In the share box say something about seeing our friends from the salon. Use the @ sign (@yourvanityurl) in front of your vanity URL to ensure your Facebook page is linked within the status update.



## 16

### Ask your patients to post a video about your practice on Facebook

According to YouTube, 4 billion videos are viewed a day. Your patients are not only taking video as part of their daily lives, they are sharing video on YouTube and Facebook. Ask your patients to post video on your Facebook page about their experience in your office. Some practices even ask patients to create a mini advertisement for the practice. Not only will this get your patients excited, but their friends will get involved too.



## 17

### Click Like if you...

Setting up a Facebook Page and getting patients and prospective patients to Like your page is a great first step. Did you know if you don't engage your followers on Facebook, they may never see your posts again? Facebook has an algorithm which provides its users the wall information likely most important to them. If, for example, a prospective patient liked your practice Facebook page one year ago, but has not interacted in any way on your page, it's likely that prospective patient is not seeing your posts any longer. It will be extremely difficult to re-engage that prospective patient now that you have lost them. It's extremely important to engage consumers via Facebook. If your followers comment and like your practice's status updates, they are much more likely to continue seeing your posts. This means your posts must evoke a response. One way to do this is to ask questions in your status updates, such as, "click Like if you brushed your teeth today."



## 18

### Mention your Facebook URL in your blog

According to the BDB Social Media Guide, fifty-seven million people read and follow blogs. Having a practice blog is one of the best ways to improve your website's search engine optimization ranking (assuming you blog regularly). Be sure to include links within your blog to your Facebook page. This will help your page rank better on search engines and drive more Facebook likes.



## 19

### **Give your patients a reason to Like you... inclement weather**

Simply asking your patients verbally to Like your Facebook page can be a phenomenal way to increase likes. When your patients are in office, let them know you have a Facebook page with regular posts on keeping their teeth healthy. If you live in an area with inclement weather conditions, you can also let your patients know you'll be using Facebook to inform patients if the practice is closed or opening late due to the weather.

## 20

### **Create a stellar Facebook cover photo**

As part of the Facebook Timeline update, you now have a large cover photo that displays over the top of your page. Use this real estate to re-inforce your practice brand and invite patients to engage with your page. You could feature a larger version of your practice logo, a photo of your office, a team photo or an image of the doctor with a patient. Be sure to use the standard dimensions of 851 pixels wide and 315 pixels tall to get the best image quality for your cover photo. Also make sure to review the Facebook cover photo guidelines, as certain cover photos, such as those that tell patients to "like" the page or promote a special offer, aren't allowed.