LinkedIn Dental Marketing Plan

Month & Year

Confidential

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IMPORTANT NOTE: LinkedIn uses the term “Company” for many of its functions. This term is synonymous with “Your Dental Practice”. Please note this important piece of information.

CURRENT SITUATION ANALYSIS

GOALS, STRENGTHS, AND WEAKNESSES

GOALS:

- Expand awareness of your practice within your market
- Provide an engaging and educational experience for LinkedIn group members and connections
- Drive traffic to your practice website, landing page or social network
- Promote awareness of events your practice is participating in and hosting
- Foster patient loyalty & build a sense of community amongst existing patients/inactive patients/new patient prospects
- Individual team members cultivate relationships with patients and prospective patients from their individual LinkedIn accounts

STRENGTHS

- Is the practice well-recognized in its community?
- Are there a lot of other forms of advertising in the industry?
- Is the practice name claimed and in use (linkedin.com/company/”CompanyName”)?
- Is there an opportunity to be first in industry with strong LinkedIn presence?
- Using LinkedIn as a social platform for sharing of content?

WEAKNESSES

- List any of the above that are not up to par (move strengths to weaknesses)
- Is the market a very competitive one?
- Which competitors’ social media presences are stronger than this dental practice’s?

CURRENT LINKEDIN SITUATION

CURRENT USAGE OF THE PLATFORM

- There is/is not a company page for the practice
- The dentist/team members/practice are currently posting an average of X times per week, offering a mix of (event promotion / slideshows / articles / videos / whitepapers / industry news / etc.)
- There are X individuals listed as employees of practice:
    - Employee Name (# of connections): www.linkedin.com/in/Name
        - Member of: list of groups associated with

COMPETITIVE ANALYSIS

Competitors include:

Example1.com - no LinkedIn presence found

Example2.com - no significant LinkedIn presence found

Example3.com -

- Two company pages (5 total followers): http://www.linkedin.com/company/example3 and http://www.linkedin.com/company/example3a
- Dr. John Smith, President (500+ connections) http://www.linkedin.com/in/name
  - John is connected to 111 people from Company A, 53 people from Company B, 35 people from Company C, and more.

Example4.com -

- Company page (36 followers): http://www.linkedin.com/company/example4
- Many employees, including Jane Doe (500+ connections), Peter Thompson (254 connections), Alex Smith (351 connections), and many more

Example5.com - no LinkedIn presence found

Example6.com - no LinkedIn presence found

Example3 and Example4 are the ones to watch on LinkedIn.

STRATEGIC LINKEDIN MARKETING PLAN

AUDIENCE

Define the "ideal new patient prospect(s) audience you want to target for your practice. Include applicable demographics such as age, gender, occupation, education, income level, and location, as well as psychographics like values, beliefs, fears, needs, and behavioral characteristics.

BRAND MESSAGE

What message should your practice's LinkedIn presence portray? What impression should visitors to your page(s) get? Consider including your practice's vision/mission statements here.

LINKEDIN PRESENCE

COMPANY PAGE

- A company (Practice) page should be established if one doesn't exist. If one exists, ensure that it meets the following specifications.
- The company logo (in square format) should be 100px x 60px.

- A branded cover photo should be on the page. Cover photos are 646 pixels wide and 220 pixels tall
- Company information should be filled out completely and accurately on the company page, including comprehensive listings for individual products and services.

- **After the company (practice) page is created, employees should edit their profiles, removing their place of employment, and then re-adding it, so that a link is established between the employee and the company (practice) page.**

CREATING A COMPANY GROUP

Creating and managing a LinkedIn group is a commitment that takes time and effort, and will be unlikely to provide you and/or your practice with any benefit if the community in the group is not actively managed.

We (should / should not) create and manage a LinkedIn group for our dental practice. The purpose of the group would be to (share announcements / provide exceptional service to our patients / foster discussions on X topic / provide a sense of community amongst patients and prospective patients/ etc.)

All new posts by group members should be answered by the dental staff within 24 hours. For posts with in-depth service requests, direct the asker to (submit a support request on the website / contact an email address / call our office / etc.)

This should be an (open / closed) group. Define group rules and protocol for removing members. The group profile description should reflect the rules and protocol.

Potential members of the group should be invited to the group by employees on a (daily / weekly / monthly) basis at a rate of X per (day / week / month).

EMPLOYEE PROFILES

(Every employee / Key employees) will be (required / encouraged) to update their profile (or create one) with:

- A professional headshot

- A compelling headline indicating why this company is different (i.e. “Beautiful Smiles Dentistry, the Leading Provider of XYZ Cosmetic Dentistry Solutions”)
- A description of the Practice, provided by the office manager and/or the Dentist(s).
- A clean, customized profile URL
- Multimedia (videos, PowerPoint presentations, etc.)
- A link to the practice website, special landing pages, etc.
- Skills (up to 50)
- Special Promotions (patient appreciation day, events, etc.) – any unique/impressive projects related to the practice
- Profile completeness should be as close to 100% as possible

After a company (Practice) page is created, employees with existing profiles should edit their place of employment, deleting the current company name, and re-entering it by beginning to type the company name but then selecting the company listing that appears as a dropdown. This makes the company logo appear on their personal profile and allows people to click through to the company profile.

CONNECTING

DRIVE EXISTING CONTACTS TO LINKEDIN

Encourage existing contacts to become LinkedIn connections by:

- Adding the “Connect with us/me on LinkedIn” call-to-action to existing advertising in all forms of media, the practice website & blog, on employee business cards, email signatures, invoices/packing slips and other stationary, phone system hold messages, the company newsletter, and anywhere else you can think of.
- Import existing contact databases into LinkedIn.
- Use the “People You May Know” feature to explore suggested connections.
- Also promote the Practice’s LinkedIn presence on other social networks by occasionally sharing posts such as “Did you know you can also find us on LinkedIn?” followed by the company (Practice) page or key employee profile URL.
- Use a tool like Xobni (for Outlook) or Rapportive (for Gmail) to locate existing contact’s LinkedIn profiles (as well as other social media profiles). Send each person a connection request each time you notice (via the tool) that the person you are currently emailing has a LinkedIn profile.*
- CardMunch (iPhone) or CamCard (Android) can be used to scan business cards & send LinkedIn connection requests immediately upon meeting someone.*

  (*Tools like these help bypass the LinkedIn restriction on sending connection requests to people outside of your existing network, and eliminate the need to define the existing relationship with the person)

WHO TO CONNECT WITH

Define a strategy/protocol for seeking out connections, including:

- What type of groups, individuals, joint venture prospects, etc. should be targeted and reached out to?

- A list of LinkedIn groups where employees should try to connect with members.
- Define a protocol for the introductory message on the connection request. This should always be customized/personalized for better results. Consider sending an InMail first if it's an important prospect.

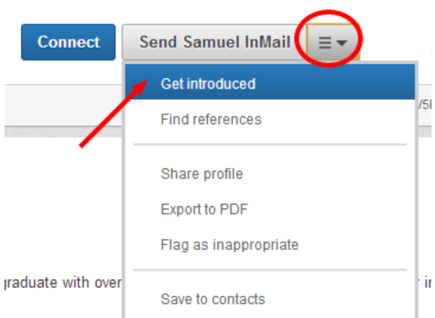
ACCEPTING CONNECTION REQUESTS

Employees should connect with just about anyone who seems to be a real and a qualified new patient prospect and/or joint venture partner prospect. The more connections employees have, the more access they will have to the connections of those connections, and so on.

However, you may want to define a protocol for accepting connections from any of your competitors, as they would be able to search through your database of connections if you did connect with them.

INTRODUCTIONS

LinkedIn has a feature for requesting introductions to 2nd and 3rd degree profiles through a mutual connection. Define the protocol for using this feature.



PROSPECTING

Your dental marketing assistant should each be assigned a segment of the target market and given a premium LinkedIn account. This allows a certain number of "InMails" per month as well as advanced searching and contact organization features. Their quota will be the number of successfully processed InMails. An InMail is not deemed successful and is not deducted from their account unless a response is received.

CRM (CUSTOMER RELATIONSHIP MANAGEMENT) INTEGRATIONS

Many popular CRM (Customer Relationship Management) systems support integration with LinkedIn at various levels. Salesforce.com and Zoho have some LinkedIn capabilities. Nimble is a social CRM that has full LinkedIn integration, pulling in LinkedIn message activity as well as profile data into the prospect's record.

POSTING

COMPANY PAGE POSTS

Company (Practice) page posts will consist of X% branded content, including:

- Company (Practice) blog posts
- Company (Practice) announcements
- Event promotion

INDIVIDUAL STATUS UPDATES

For maximum exposure of your practice, employee posting frequency will be set at X times per day, X days per week.

Individual Status Updates will consist of a mix of branded and non-branded content, including:

- Industry-related news
- Company (Practice) blog posts
- Company (Practice) announcements
- Event promotion
- Etc.

GROUP POSTS – COMPANY (PRACTICE) GROUP

Company (Practice) group posts will consist of X% branded content, including:

- Company (Practice) blog posts
- Company (Practice) announcements
- Event promotion
- Etc.

GROUP POSTS – OTHER GROUPS

Posting in other groups (not owned and/or management by your dental practice) is an opportunity for Dentists and employees to position themselves as thought leaders in the industry.

Posts by employees in other groups (groups not managed by our practice) will consist of a mix of branded and non-branded content, including:

- Industry-related news
- Company blog posts
- Company announcements
- Event promotion
- Etc.

Be sure that content shared would be of interest to the group membership. Also check each group's posting rules and adhere to them when sharing content in that group.

The following groups were found on LinkedIn and to have a healthy number of members and activity by individuals that would be considered "ideal new patient prospects". (All employees / key employees / dental marketing assistant) should join and participate in the following groups*:

Example Group 1 - # of members http://www.linkedin.com/example1

Example Group 2 - # of members http://www.linkedin.com/example2

*NOTE: Each employee can only join a maximum of 50 groups, so consider assigning certain groups to certain employees for greater brand reach.

POSTING MANAGEMENT

Schedule content X times per (week / month) via a social media management tool like Hootsuite. Select the X posts for the week and schedule them (for example) one per business day, Mondays, Tuesdays, and Wednesdays in the morning. Personal account posts, company posts, and group posts can all be scheduled with Hootsuite. (A Pro subscription will be required to post in more than 5 places.)

For on-the-fly posts, the LinkedIn bookmarklet can be used to post articles as personal status updates and into multiple groups at once.

CONTENT SOURCES

❑ Create lists of blogs and news sites that consistently provide high-quality articles in the topic area you want to use most.

Use either in a standalone RSS reader (such as Feedly) or a socially-integrated RSS reader (such as SproutSocial) to easily scan those lists daily for articles to post.

These will include:

- http://www.blogexample1.com
- http://www.blogexample2.com
- Conference organizations
- Patient blogs
- Competitor blogs (more so for content ideas vs. sharing)

❑ Set up Google alerts for terms relevant to industry in the category of "news." Share any relevant articles in as timely a manner as possible, to position the brand as a source of breaking news in the industry.

List the areas/assets/expertise/etc. in your Practice that would be good resources for post content

- Current and Past Newsletters
- Blog
- Training Videos
- Event Calendar

ENGAGING

ENGAGING IN THE STREAM

At least X times per (day / week / month), (all employees / key employees / sales reps) should log in and interact with X number of posts in their stream by liking and commenting on them.

LinkedIn can also send “network updates” by email either daily or weekly to prompt the employees to interact with key updates from people in their network. Job changes and birthdays provide a particularly prominent opportunity to engage.

ENGAGING IN GROUPS

Employees (define which ones in particular are responsible for this) will participate in X discussion threads per (day / week / month) in non-company owned groups. Assign specific groups to specific employees.

If the company (Practice) has its own group, answer ALL questions asked by company group posters within X (weekends not included/not included). In the case of customer service related inquiries, direct the asker to (submit a support request on the website / contact an email address / call the office / etc.)

RESPONDING

Employees will respond to (all / noteworthy) comments on their status updates and/or group posts within X hours (weekends included/not included).

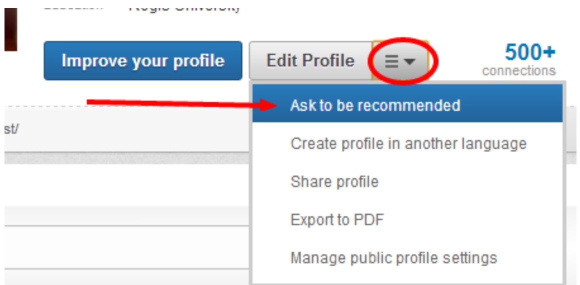
If the Practice has its own group, employees (define which ones in particular are responsible for this) will answer ALL questions asked by company (Practice) group posters within X (weekends not included/not included). In the case of customer service related inquiries, direct the asker to (submit a support request on the website / contact an email address / call the office / etc.)

RECOMMENDATIONS & ENDORSEMENTS

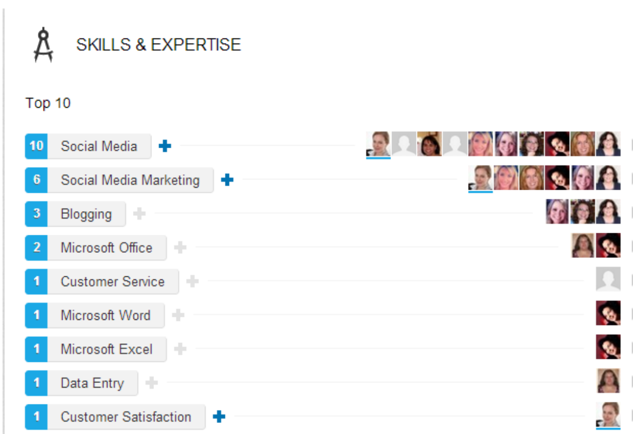
Giving recommendations is a great way to indirectly solicit recommendations for employee profiles. LinkedIn will prompt the person who received the recommendation to return the favor. (All employees / Key employees) should periodically give out recommendations to connections for this purpose. Some things to keep in mind are:

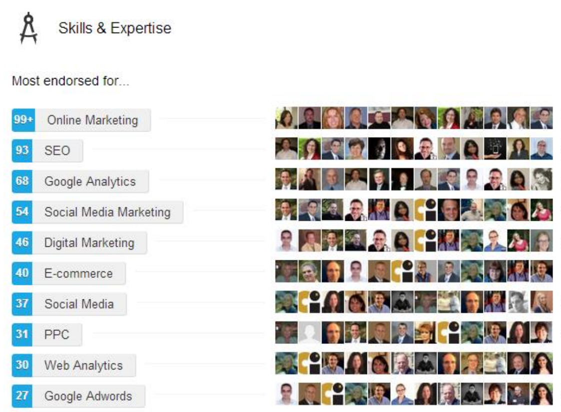
- Recommendations an employee GIVES are shown on THEIR profile, permanently.
- Therefore, choose what is said very carefully. Consider defining a protocol for the types of statements that can and cannot be made in recommendations.
- Be authentic
- Don’t be afraid to ask for a clarification on received recommendations. Poor grammar or incorrect information on a recommendation can reflect poorly upon a profile. Consider defining a protocol for approval of recommendations for publishing.

It is also possible to directly solicit recommendations without giving them; however, people will be less likely to do this as opposed to reciprocating on a recommendation given to them.



Endorsements aren’t impactful enough to focus on, but relevant ones should be accepted and displayed on employee profiles as they do give a good impression when there is enough of a quantity of them, either in a particular skill category or overall.





CRISIS & NEGATIVE FEEDBACK RESPONSE GUIDELINES

If negative communications are received on LinkedIn, the brand will respond as quickly as possible acknowledging in a very specific manner that the brand has heard their complaint and would like an opportunity to address it offline. The goal should be to make the complainer feel heard and to move the conversation off of the internet and out of the public eye.

BRAND REPUTATION MONITORING

Google Alerts should be created for the brand name and variations of it, to ensure that all online communications about the brand are responded to immediately.

RECRUITING

At the most basic level, LinkedIn can be used for recruiting purposes by building a large amount of connections with potential candidates, and posting “job discussions” in groups (job discussions are free to post, as opposed to job ads). Official LinkedIn recruiting solutions include:

- LinkedIn Recruiter

- LinkedIn Jobs Network
- LinkedIn Career Pages
- Work With Us Ads

Define the protocol for use of these products for recruiting purposes.

ADVERTISING

There are several types of advertising available on LinkedIn. Most are more costly than other social and pay-per-click advertising options; however, the targeting options (including Location, Company Name/Size, Industry, Job Title, Seniority, Gender, Age, and more) can make these ad campaigns incredibly successful and therefore justify the higher cost.

WEBSITE ADS:

LinkedIn ads that point to your practice's website often start at two dollars per click and up.

Ad copy should be compelling and should speak to a pain point that your practice (i.e., 'you') can solve for your patients. An eye-catching image should be used.

The URL used in the ad should **use tracking parameters** so that the website traffic from this ad can be identified separately in Google Analytics.

After an experimentation period of 60 to 90 days, results should be analyzed. **Goal tracking** should be set up in Google Analytics to count how many contact form submissions are received as a result of this ad.

VIDEO ADS:

The minimum cost-per-view for a video ad on LinkedIn is $4.00, making this one of the pricier options. However, if a return can be demonstrated, that investment may well be worth it. Light experimentation is suggested to gauge the potential ROI for this option.

PROFILE ADS:

Individual employee profiles can be promoted. By nature, this is well-suited for job seekers, but can have applications for business networking as well.

COMPANY PAGE ADS:

Company (Practice) pages currently can be promoted via LinkedIn ads; however, since company pages do not see a lot of engagement on LinkedIn, this advertising option may have a limited return.

SPONSORED UPDATES:

LinkedIn now offers "Sponsored Updates", similar to promoted posts on Facebook. Company Page posts (status updates) can be promoted in the newsfeeds of both followers and non-followers whose demographics have been specifically targeted.

REPORTING, MEASUREMENT, AND CONTINUOUS IMPROVEMENT

The following metrics will be reported on X (weekly, monthly, etc.), and will be used to find opportunities for continuous improvement.

TOTAL NUMBER OF CONNECTIONS AMONGST KEY EMPLOYEES AND DENTAL MARKETING ASSISTANT(S)

- We will aim to increase the total number of connections by a minimum of X% per X (week, month, etc.)

GOOGLE ANALYTICS METRICS

- Increase LinkedIn-driven website & blog traffic by a minimum of X% per X (week, month, etc.)

GROUP METRICS

- The company (Practice) group on LinkedIn should increase in membership by X% per month.
- The minimum number of company group invites per month should be X.
- Post activity should be a minimum of X posts per employee per (week / month).

PROSPECTING METRICS

- Number of allotted InMails used should be as close to 100% as possible.
- Number of new connections per (week / month) for sales reps should be a minimum of X.

AD METRICS

Ad metrics to be monitored are:

- CPC (cost per click)
- CPV (cost per video view)
- CPM (cost per thousand impressions)
- CTR (Click through rate)
- Clicks
- Conversions (Leads/Goals/Transactions in Google Analytics)

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