



3 Inspiring Ways Dental Owners Can Maximize Brand Traffic Through Email

WHY IS EMAIL MARKETING SO IMPORTANT?

Email marketing can be the most effective way to market to customers. Why? Due to its stable nature, it allows you to maintain a consistent strategy over a longer period of time without making huge adjustments.

That's not to say other channels such as Facebook or TikTok aren't effective; it's just that these channels make changes relatively often, meaning you're playing catch-up relevant to the changes they make. On the other hand, email is a completely different ball game; you can build so much trust and authority through email without demanding a sale.

Giving tips on how they can keep their mouth hygiene up to scratch is one of many examples you can use in order to increase sales. Here's a statistic that's going to completely blow your mind: on average, for every \$1 spent on email marketing, it returns \$36. That's a 36x ROI; it's almost impossible to get that on any other channel.

Finally, the other unique benefit of this methodology is that it will cost next to nothing to run; a few hours per month and an investment of around \$200 are all it takes to get started. Now, let's get into three ways you can maximise your campaigns without any experience.

WRITING THE PERFECT SUBJECT LINE

The most important part of your email is getting it clicked; if it's not being clicked, then the campaign is a total waste of time, so let's nail this first.

Remember, the only purpose of this headline is to get them to click, nothing else. Spend some time on it, as it can make or break your campaign. Remember to test different subject lines, as you want to craft them around your company culture.

Here's a checklist to get you started, and then I will give you some examples you can use for your campaigns.

- Make it personal.
- Come across as one of their friends.
- Keep curiosity.

Now let me explain how we can implement this with examples.



CRAFTING THE PERFECT SUBJECT LINE



MAKE IT PERSONAL

This is all about making it seem as though only they received it. Using their name is the best and most effective way of personalising the email for them. Integrate it into your campaigns; it'll drastically improve your open rates.

EXAMPLE:

"John, I thought of you when I saw this"



COME ACROSS AS THEIR FRIEND

When providing value within your emails, be sure to make it seem as though you've found something groundbreaking and are forwarding it onto them as if you're itching to tell them what it is.

EXAMPLE:

"John, I thought you should see this"



KEEP CURIOSITY

Entice them into reading more. Don't reveal the whole purpose of the email in the subject line. Even go as far as keeping the subject fairly irrelevant to the topic of the email, I'll give you some examples.

EXAMPLE:

"John, have you seen this?"



GIVE VALUE BEFORE ASKING FOR A SALE

As a rule of thumb, it's paramount that you give the user value before asking them to book an appointment.

Get creative with this; give the user some tips on improving their dental hygiene while they're away from your dental practice, for example:

- Tips on brushing their teeth properly
- How they can prevent the fearful emotion tied to visiting the dentist
- Other habits to introduce to optimise their dental hygiene (mouthwash, flossing)

Give exact methods on how to do this. The human brain likes to work linearly; what I mean by this is that we react to step-by-step actions a lot better than scattered methods.

Keep this in mind when providing value.

USING 'P.S' AT THE END OF YOUR EMAILS

Another incredible asset to have in your email campaigns is to add a "P.S" at the end of emails. This can be incredibly powerful as it adds another personal touch to the email.

The great thing about this is that no-one is implementing this. It's a massive opportunity to enhance your email campaigns.

Make it relevant to the solution or the value you're providing, let me give you an example to help you.

Let's paint the picture. The email is about teeth whitening, and I've just given them ways they can improve the colour of their teeth from the comfort of their home.

I would then proceed to say something like:

"P.S. These methods will maintain the color you currently have, don't worry, you won't have to spend tens of thousands to achieve pearl white teeth. It's at the tip of your fingers"

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