

FROM THE FOUNDER OF  
SMILE VIRTUAL

# SOCIAL MEDIA HACKS FOR DENTISTS

DR. BRIAN HARRIS



My Playbook For Dentists Struggling To  
Figure Out The Social Media Game



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SECTION ONE

# 01 INTRODUCTION

*"Stop waiting for patients to come to you. Go to them!"*

-Dr. Brian Harris

## **“EVERYONE KNOWS YOU ARE A DENTIST... BUT NOBODY REALLY KNOWS WHAT YOU DO.”**

I remember the conversation like it was yesterday. My wife and I were talking one night about my stressful day at the office and I was sharing with her how amazing it would be to go to work each day and only do the procedures that I loved doing. Her response, “so, why don’t you?” I remember thinking to myself, “she obviously doesn’t get it... it’s not that simple.” ( I may have even rolled my eyes a little without her seeing me.) She said, “Brian, the issue is that everyone knows you are a dentist, but nobody REALLY knows what you do. You just need to show the world the kind of cosmetic dentistry that you do and then people will start coming to you.”

I thought about that conversation for the next few weeks and realized that she had a really good point. I needed to find a way to show people the kind of dentistry I was able to do and at the time, Instagram seemed like the perfect platform. I had seen my friends in the fitness, healthcare and beauty industry starting to showcase their work and build their brand so I decided to start posting content on Instagram. And just like that...everything changed.



**IT TAKES PATIENCE.** It didn't happen overnight and there was a lot of trial and error along the way but little by little people started to see what I really DO. Friends I went to highschool with, people from church, people in the neighborhood and random strangers on social media started reaching out and scheduling consults. Within a years time I went from being a general dentist that did some cosmetic dentistry to a Cosmetic Dentist doing smile designs every day with a schedule booked out six months and not slowing down.

The good news for those of you reading this is that there are hundreds of thousands of patients out there wishing they could improve their smile but not knowing who to trust to do it. They don't know what to do or what the process is even like. The Social Proof market is WIDE OPEN and once you understand how to get in front of these people, you too can start doing more of the dentistry you love doing.

**IF YOU'RE GOING TO DO IT, DO IT RIGHT.** Anyone can have an Instagram account, the key is to have one that drives new patients and positions you as an expert, otherwise you are wasting your time. This Social Proof guide is set up in a way for you to take what I have learned these last 3 years of trial and error and use it to create and grow your own account. If you are willing to put in the effort, you WILL see results.

## DO THE WORK!

There is a difference between KNOWING and DOING. Often times we go to CE courses or read the latest motivational business book and KNOW the things we should be doing, but we don't ever actually DO them. One of the things I hear often is, "I don't know if I will have enough time for this."

In response to that statement I would like to do a quick exercise:

1. Look at last weeks schedule and add up all the minutes during the week you spent doing procedures you don't enjoy doing.
2. Add up the time wasted when patients cancel or no show appointments.
3. Add up the time spent visiting with new patients that you would say are not your "ideal" type of new patients.

Look at the numbers in front of you! On average we spend 25% of our time each day doing things we don't enjoy doing. The bigger issue? We don't know how to fix it. It's like running full speed on a hamster wheel and not knowing how to jump off.

You have the time. You really can create a PIVOT point in your practice and forever change the way you do dentistry, but the success is in the DOING. It's not enough to just know what to do, you have to take the time and actually DO it.

SECTION TWO

**02**  
**EATING HOT DOGS**

# HOW DOES EATING HOT DOGS HAVE ANYTHING TO DO WITH GROWING A DENTAL PRACTICE?

My hope is that by the time you are done reading this guide you will understand why it has EVERYTHING to do with it! To really grow a dental practice and create a personal brand for yourself you need to be able to “SEE THINGS DIFFERENTLY.” You need to take everything you currently know about attracting new patients and put it aside for a minute and try to see your practice differently.



Takeru Kobayashi

In 2000, Takeru Kobayashi did this when he found a way to win and forever change the Coney Island hot-dog-eating championship in Brooklyn, New York. He noticed that nowhere in the rule book did it say participants had to eat a hot dog in it's bun, as all previous competitors had. After several experiments, he determined that he would break a hot dog into halves that required little to no chewing and then dip the chewy bun into the glass of water provided, which made it easier to eat. Since no one had tried this approach before, he considered the 25 and 1/8 hot-dog-and-bun record to be meaningless.



On the day of the contest, he crushed the competition and set a new record of eating 50 hot dogs. Because he approached the challenge from a new angle, he was not mentally constrained by the record that preceded him. He was able to SEE THINGS DIFFERENTLY.

**JOEY CHESTNUT**  
**74 HOT DOGS**



**2018**

[VIEW ALL](#)

The best part of his story is what happened AFTER he crushed the record by eating 50 hot dogs. Only a few years later you can see that his record has been destroyed by Joey Chestnut who recently ate 74 hot dogs in one 12 minute sitting. Because Kobiyashi was able to see things differently, he was able to help others do the same and turned a record of 25 hot dogs into 74 hotdogs. As you read this guide I encourage you to forget everything you currently know about growing a dental practice and be open to some new ways of doing things. If you can do that, you will be able to experience substantial growth and you won't be held back by any current marketing beliefs that you have.

## THE GOAL?

Growing a dental practice and positioning yourself as an expert is not all that different than a hot dog eating contest. Metaphorically speaking I want to show you how to go from eating 25 hot dogs in one sitting to eating 50 hot dogs. I hope that after you learn how to eat 50, you take this information and build off of it even more to go on and eat 74.

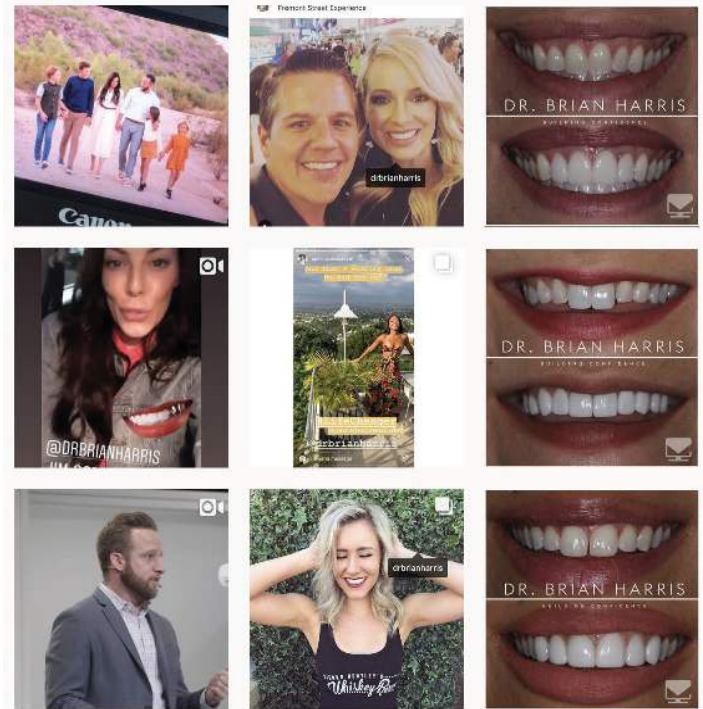
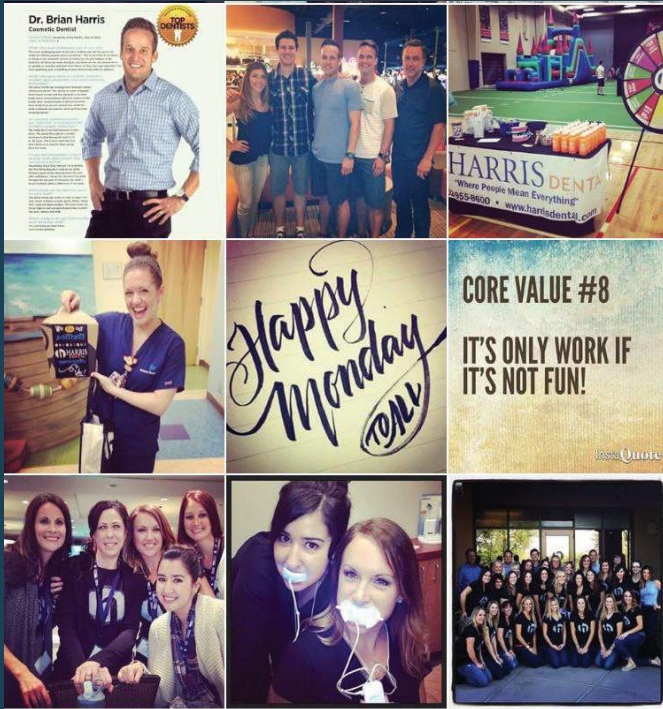
The goal of this guide is to show you how to do the following:

1. Double your current practice production by doing more profitable procedures.
2. Build your personal brand to position yourself as an expert in your city and how that alone can completely transform your business.
3. Do more of the dentistry you love doing and show you that you have full control of how you spend your time each day at the office.
4. Know what content to post and when to post it along with understanding the Instagram platform and how to get the most out of it to grow your business.
5. Introduce you to ways of increasing case acceptance and creating lifelong patients.

SECTION THREE

# 03 SOCIAL MEDIA VS. PROOF

# SOCIAL MEDIA



## Unintentional:

- Builds Office Culture
- Lacks Layout Structure
- Feels Good
- Flossing Memes
- Team Photos
- Motivational Quotes
- Dental Tips
- Monthly Specials
- Holiday Greetings
- Missing Call To Action

## Intentional:

- Positions You As An Expert
- Grid Layout
- Looks Professional
- Clarity On What You Do
- Creates Personal Brand
- Proof Of Skills
- Builds Trust
- Promotes Questions
- Drives Leads
- Strong Call To Action



# WEBSITES ARE THE NEW YELLOW PAGES

When I first started practicing in 2005 we still used the Yellow Pages. Each year we designed the best looking full page ad as that was how people found their healthcare providers at the time. Right around that same time, websites started to become more popular. Eventually the Yellow Pages became obsolete and the number one external marketing source for new patient leads became our website. However, nowadays more and more people are making their buying decisions on social media platforms. Here are the top five reasons why this is happening:

- Passive Searching vs. Active Searching
- Greater Personal Connection With Social Media
- People Buy From People - Not Companies
- It's An Ongoing Highlight Reel
- Ease Of Use, Plus It's Free To Post

**BEING ACTIVE ON SOCIAL MEDIA IS CRUCIAL TO THE FUTURE SUCCESS OF YOUR BUSINESS... SO LET'S GET STARTED.**

SECTION FOUR

04  
GET CLARITY

## WHAT KIND OF DENTISTRY DO YOU WANT TO DO?

Before you create your personal brand and start to attract new patients you need to get really clear on the kind of dentistry you want to do. Once you have clarity, it's much easier to know how to build your brand. To help you gain some clarity I have a few questions for you to answer below: (Seriously, get a pen and write these down!)

What procedures do you love to do?

What procedures do you despise doing?

What is an example of your ideal day schedule? (be specific)

What does your ideal week look like?

Now that you have some clarity, here comes the difficult part. Ask yourself the question of “why not?” Instead of having a business that determines what each day looks like, what if you just started practicing how you want to practice? I know there is a whole list of “yea but’s” happening in your mind right now but I challenge you to SEE THINGS DIFFERENTLY and start building your business around your life instead of building your life around your business. Ok... I'll get off my soap box! :) Let's continue...

## KNOW YOUR TARGET

In order to craft an effective social media strategy, you have to know who you are trying to do business with. Knowing your target market and being very familiar with how they function will help you not only create content specifically for them, but attract additional people just like them.

Not having a clear target is one of the most critical mistakes I see dentists make. If you are busy trying to target everyone, you're wasting your money. The next page will help you define your target market precisely, so you can focus your efforts on the people most likely to buy your service and start maximizing your return.



**“The goal of social media is to turn customers into a volunteer marketing army.”**



Before you start answering the questions below, think of an existing patient that pops in your head when you imagine your ideal dream patient. This is someone you would be most happy to work with or serve. How much do you know about this person? You should know everything! Shoot, you should even have their photo up in your office. Whoever they are, you need to learn as much as you can about them. Everything you do should speak to that patient. It doesn't have to be your current target and it may even be a target you've never served. The most important thing is that it's your IDEAL target. Once you fill in all the blanks below, you can start crafting consistent content to attract and retain them.

Age Range:

Gender:

Ethnicity:

Marital Status:

Job/Industry:

Income Level:

Education:

Personality Traits:

Hobbies/Interests:

Habits/Routines:

Pain Points:

Personal Goals:

SECTION FIVE

05  
PERSONAL BRAND

## IT'S ALL ABOUT TRUST

Patients looking for cosmetic dentistry want to know 3 things:

1. Who do I trust to do the work?
2. How good is it going to look?
3. How much is it going to cost?

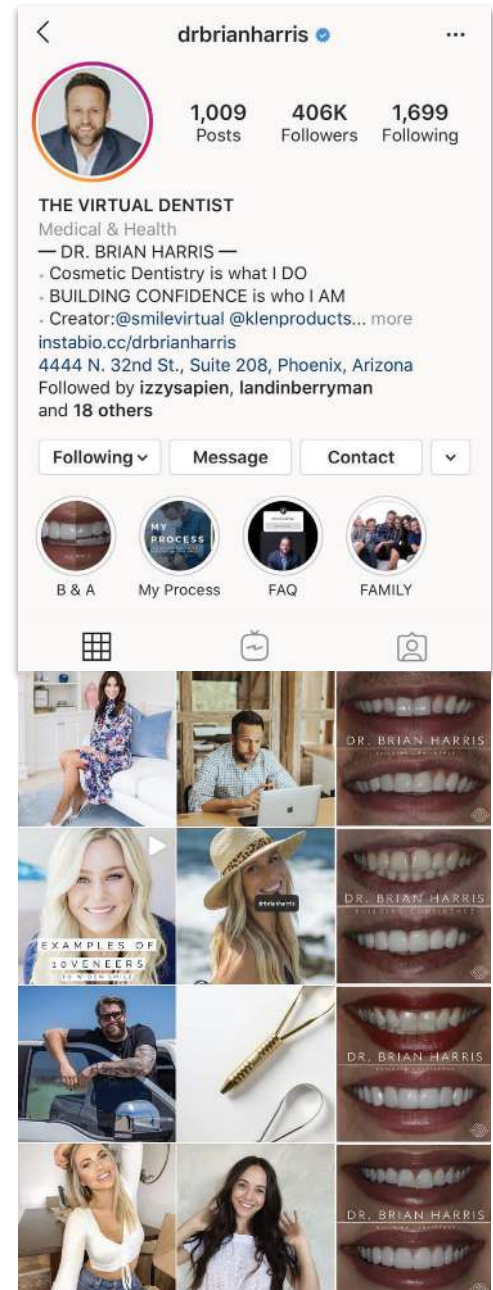
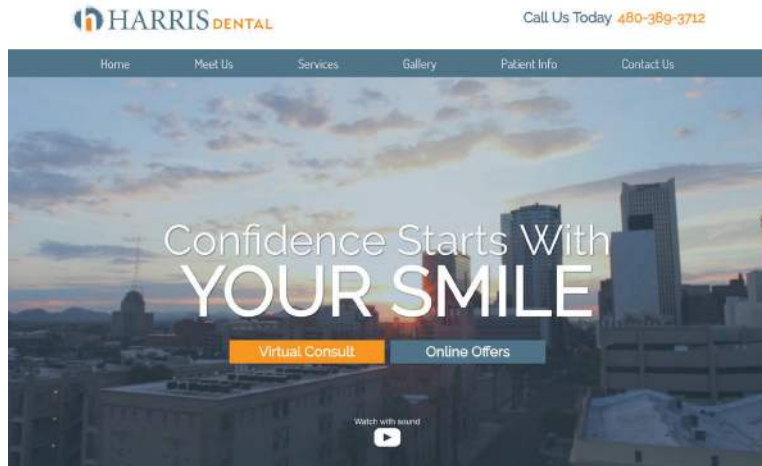
Instagram is such an effective way to build trust with patients because it gives them the answers to these questions. They can follow your page and get to know you personally, they can see proof of the kind of work that you do and they have a direct line of communication to message you about the procedures and the cost of treatment. If you are intentional with the content you post, you can create instant trust with your followers. Don't complicate things... just give them what they want.

**THE LAW OF THE HERD:** This law suggests that people will do the things that they perceive other people are doing. If a woman sees that two of her girlfriends went to the same hair stylist, they naturally will want to go to that same person because there is already some trust established. If we see that certain restaurants in town are extremely popular, we naturally want to also eat at those same restaurants because that's what others are doing. The goal is to build your brand in a way that you attract the herd.

BRAND  
BRAND



PERSONAL



Remember... people buy from people.

Build your own brand. Put your name on your photos and your content. Get people seeing your name associated with cosmetic dentistry wherever possible. More and more plastic surgeons and cosmetic dentists these days are starting to brand their businesses as their personal brand as opposed to just a name that sounds cool.



SECTION SIX

06  
**THE BASICS**

## CHOOSING A USERNAME

Don't try to get too creative and overthink this step. Remember to brand yourself. Use your actual name whenever possible versus your practice name. People do business with people, not companies.

Do you already have a personal Instagram account with followers? Great, you can easily rename that account and retain your current followers. Use the same username across all social media platforms to establish consistency.

Here are three examples of what the partners in my practice have done. We all have a different layout but still create a personal brand:

drbrianharris

dr.scottharris

joeharrisdds

One of the most common questions I get from other dentists when starting my social media strategy, "I have a personal account I post family stuff on, should I create a separate account for my professional brand?" The answer is NO! Do you really have time to manage two accounts? Besides, patients want to see that you're a real person they can connect with. They connect to your personal & professional life.

## BUSINESS ACCOUNT

A Business Profile on Instagram comes with a list of benefits and it doesn't cost you extra.

If you have a personal Instagram account, you'll want to convert it to a business account. Here's why:


1. You have access to call to action buttons on the top of your profile. This feature allows you to input your contact information so patients can easily call, email or find directions to your office directly from the app.
2. You have access to Instagram Insights a profile analytic tool! You'll get data on your follower demographic, their actions and even the content you post. You can access this data in the top right corner of your account page.



3. You can run Instagram ads to promote your services.

## SO, HOW DO I SWITCH TO A BUSINESS PROFILE?

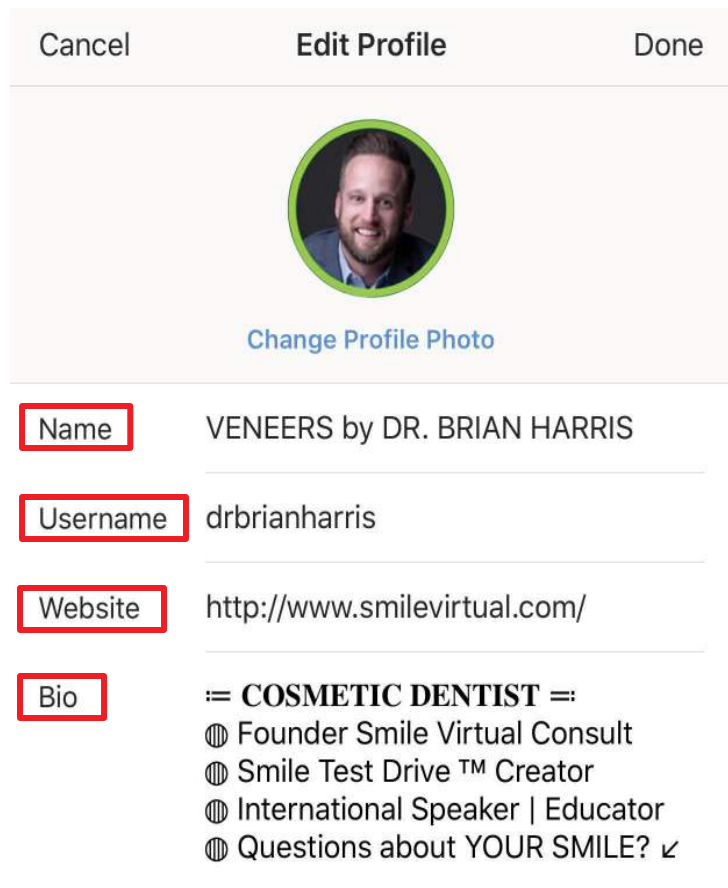
In order to have a business Instagram account, you must first have a business Facebook account to connect it to. If you don't, you'll want to go create that business Facebook account and then come back to start the following steps on Instagram.

1. Go to your profile and tap on this icon 
2. Tap Switch to Business Profile
3. Select the Facebook Page you'd like to associate with your Business Profile on Instagram with.
4. Make sure your profile is set to Public. *Note: Private accounts can't switch to Business Accounts.*
5. On the Set Up Your Business Profile page, review your business's contact information, make any changes and tap Done.

# CREATE A POWERFUL PROFILE

Instagram allows you 150 characters to grab someone's attention. In less than 2/10 of a second, people view your feed and make an opinion about you. Make sure your profile contains the following elements.

1. Click the **Edit Profile** button.
2. Name: This is a searchable term on Instagram. If someone searches veneers on Instagram, my profile will show as an option.
3. Enter username
4. Website: Instagram allows one active link in your bio.
5. Bio: This is your brand message. Who are you? What do you do? ALWAYS include a Call To Action to provoke an immediate response after viewing your profile.



# FINISHED PROFILE

**Username** → drbrianharris ▾ **Insights** ↗

4735 profile visits in the last 7 days

**Name** → **537** posts   **10.1K** followers   **2,042** following

**Bio** → **Promotions**   **Edit Profile**

**Name** → **veneers by DR. BRIAN HARRIS**  
Medical & Health  
:= **COSMETIC DENTIST** :=

**Bio** → ● Founder Smile Virtual Consult  
● Smile Test Drive™ Creator  
● International Speaker | Educator  
● Questions about YOUR SMILE? ↙

**Link** → [www.smilevirtual.com/](http://www.smilevirtual.com/)  
4444 N. 32nd St., Suite 208, Phoenix, Arizona

**Call to Action Buttons** → **Call**   **Email**   **Directions**

**New**   **SMILE SELFIE**   **B & A**   **THE FAM**   **TEST DRIVE**

**Call to Action Buttons** → **1**

## LOOK THE PART

Position yourself as an expert. Use a professional photo of yourself versus your company logo. Preferably a close up photo so people are able to identify you.





SECTION SEVEN

**07**  
**BECOMING AN  
EXPERT**

## 60 DAYS TO EXPERT

### **“WHAT IF I DON’T HAVE ANY GOOD BEFORE AND AFTER PICS?”**

You have two options here. You can hope and pray that patients come in soon and want cosmetic treatment, or you can just go  
**CREATE THE CONTENT!**

Choose 5 patients and do their work at a discount. Document everything and take good photos. This is how you can quickly build a library of quality content. For each patient you will be able to create the following posts:

Smile Close Up B&A, Side View B&A, Full Face B&A, 1 Minute Video Testimonial, Sped Up Video Of You Doing The Work (looks cool), A Post About The Prep/Temp Process, Patient Repost, A Video Doing The Smile Test Drive, Close Up B&A Smile Test Drive , Full Face B&A Test Drive

How do you pick the 5 patients? That’s the easy part. Pick family, friends or existing patients and just follow one simple rule... they **MUST** fit your target market. I would provide a significant discount on treatment. Remember to take quality photos, otherwise it’s a waste of time.

## WHO ARE YOU GOING TO BE?

This concept is critical so I want you to pause and think for a few minutes about why you purchased this guide. Were you hoping that a strong Instagram presence would help you attract more new patients? Do you want to do more of the dentistry you love doing? Are you looking to do more profitable procedures in the practice to grow your business? If you are willing to put in the work, this guide can help you accomplish ALL of those things but only if you remember who your AUDIENCE is. I know it seems like common sense but it is really easy to forget this concept. Post things the patient wants to see, it's that simple.

### **YOUR AUDIENCE IS THE PATIENT... NOT OTHER DENTISTS.**

Your audience wants to see the kind of work that you do and if they can trust you to do their work. They also want to get to know you as a person and decide if they like you. It is really easy to get sucked into the trap of posting dental related things that other dentists think are cool, but they don't resonate with the patient. As you post content remember to post things that will help your patients understand their options when it comes to improving their smile. On the following page are some examples of what a dentist LIKES to see vs. what the patient WANTS to see.

Rule #1- The patient wants to see the transformation of the smile, not the teeth. When you start posting cases, you will want to post things that we as dentists appreciate but patients may not see things the same way. The example below illustrates this perfectly:



Rule #2: Avoid dental terms. Instead of talking about the procedure completed and the materials used, talk about how the patient's life was transformed and what a confident smile can do for someone.

Rule #3: Avoid blood, prepped teeth, teeth close ups or procedure photos, stone models, metal tools and anything related to these.

SECTION EIGHT

**CONTENT &  
POSTING**

## WHAT TO POST?

Don't complicate things, just copy genius. Look around at others pages you enjoy following and see what is helping them be successful. Watch what they post and just copy that same pattern. I personally believe the best way to organize your content is to follow the 1/3rd rule. Your posts should fit into one of the 3 categories below:

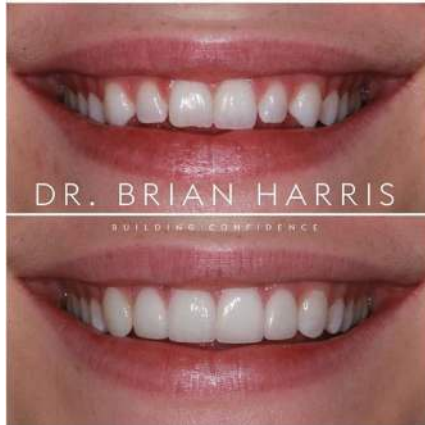
1. Before & After Cases
2. Personal, Family, Hobbies
3. Full Face Smiles and Testimonies

Create 3 folders on your computer or phone and start organizing all your content into one of those three categories. This way when it comes time to post, you can just grab something from a folder and post it. We will discuss the importance of the layout appearance in a few pages but the goal is to create a repeating pattern as you post so your page looks professional and clean.



# POST EXAMPLES

## Before & After Cases



drbrianharris Harris Dental

drbrianharris 4 Veneers to transform a smile. It's the little details that make the difference. #buildingconfidence #smile #smilemore #newsmile #veneer #veneers #cosmetics #cosmetici dentist #dentistlife #smilemakeover #smilevirtualconsult #drbrianharris #harrisdental #smilevirtualconsult #beforeafter #beforeandafter #transformation

cgveraxo This is exactly what I will be getting and so excited to see you!

summerlove8330 Looks so great!

markhower @drbrianharris any changes to 6 or 11? Recontouring?

drbrianharris @markhower composite bonding on 6 and 11 using Harmonize composite shade XL1. Were going to add

226 likes

3 DAYS AGO

Log in to like or comment.



drbrianharris Harris Dental

drbrianharris TRANSFORMATION is an understatement. A laser was used to raise the gums and porcelain veneers were used to transform the smile. Swipe left to see the photo she messaged me this week. So awesome! #newsmile #newteeth #smile #smilemakeover #smilevirtualconsult #veneer #veneers #veneers\_smile #dentist #dentistlife #cosmetics #cosmetici dentist #phoenixdentist #scottsdale dentist #beforeafter #beforeandafter

View all 28 comments

chels.potter

leehbowden Wow. Beautiful result!

barefootapple Wow.

drbrianharris @jacy! Thank you!

267 likes

JUNE 27

Log in to like or comment.

## Family & Personal



drbrianharris George Washington's...

drbrianharris Spring Break in D.C. Visiting George Washington's Mt Vernon Estate and hanging with these monkeys. Maury grew up close by here so we also got to see her childhood homes. So cool. #drbrianharris #dentistlife #harrisdental #mtvernon #dc

amyfloyvetter So cool. And since I'm weird and follow a cherry blossom watch, looks like you guys timed it perfectly! Lucky! @mauryqh @rachaharris1 @scottharrisdds

134 likes

MARCH 23

Log in to like or comment.



drbrianharris Harris Dental

drbrianharris We are changing things up for this next humanitarian trip in March and instead of going to the Dominican Republic we will be spending a week serving the people of Guatemala. This time all 4 kids will get to join us... can't wait!

drbrianharris #harrisdental #drbrianharris #buildingconfidence #dentist #dentistlife #dentistlife #guatemala #crowncouncil #humanitarian #cosmetici dentist #veneers #veneers #cosmetics #cosmetici dentist #givingback #giving #smile #dentist #dentist

271 likes

JULY 11

Log in to like or comment.

## Full Face Testimonies



drbrianharris Harris Dental

drbrianharris I saw @disheshydana on Monday and did the Smile Test Drive that she is wearing in this photo. She had been looking for someone to do her veneers for the last 4 years with no luck. Once she saw what was possible and how good it could look, she was ready to move forward. It's one thing to talk about the benefits of veneers or to show examples to my patients but showing someone what it would actually look like and letting them wear it home... priceless. #veneer #veneers #smile #smilemakeover #smilevirtualconsult #scottsdale dentist #dentist #dentistlife #dentistlife #cosmetics #cosmetici dentist #cosmetici dentist #buildingconfidence #smiletestdrive

summerlove8330 Can people who wear retainer at night get veneers?

133 likes



drbrianharris

drbrianharris "Use your smile to change the world... don't let the world change your smile"

I love seeing posts like this of my patients enjoying their smiles! #smile #smilemore #smilemakeover #buildingconfidence #confidence #dentist #dentistlife #cosmetici dentist #veneer #veneers #veneers\_smile #drbrianharris #harrisdental #smilevirtualconsult #cosmetici dentist #cosmetics

proverbs31beauty Wow!! So amazing. I'm calling today for another appointment!

drewvu My perfect girl.

ashleyjonesvu

cindexp Loved the virtual consult! Just scheduled an appointment!

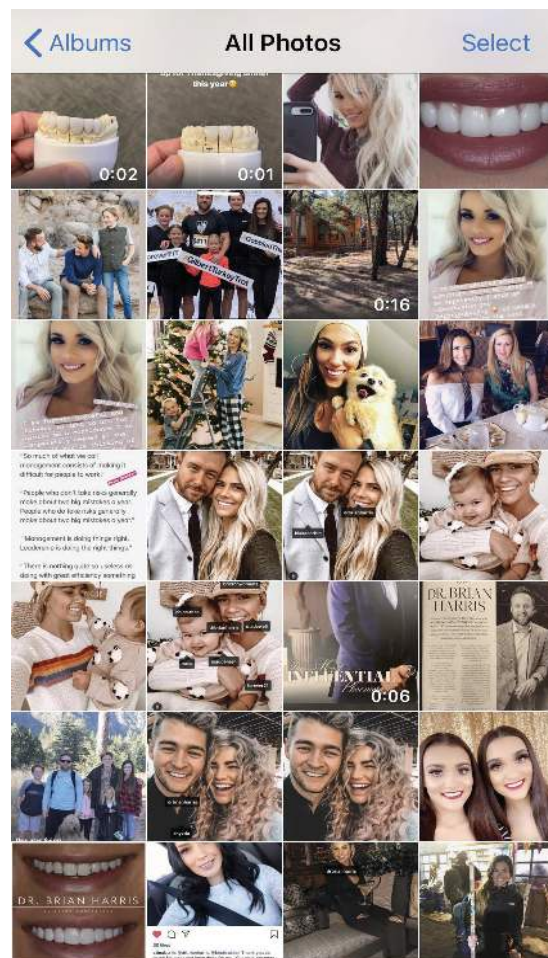
Liked by blakeyyyy, skinam and 547 others



# CONTENT IS KING

“You need to get into the mindset that “EVERYTHING IS CONTENT”  
 Get in the habit of taking pictures and screen capturing things you feel would make good social media content. This picture is taken directly from my camera roll.

You can see how each of those pictures could someday be used as a social media post. If someone you worked on posts a smile photo, screen capture it and save it. If someone tags you in a photo save it. If you take a cool family photo or a photo of your new office space, save it for content. If someone posts a good review online, take a picture of it. If you text a patient at night and they respond saying they are happy and love having you as their dentist, capture it. The goal is to always have a pool of photos to choose from when it comes time to organize your posts for the week.



## HOW 1 PATIENT = 10 POSTS

A few pages back we discussed the idea of becoming an expert in 60 days. The whole purpose of that concept was to create social media content quickly. The goal was to find 5 ideal patients right away instead of waiting for them to come to you. If you chose 5 patients like I suggested, you could have 50 different things to post within the first month or two of implementing these things. The list below shows how you can get 10 posts from each patient:

1. Close up B&A Smile Test Drive
2. Full face B&A Smile Test Drive
3. Close up smile B&A Veneers
4. Full face smile B&A Veneers
5. Side view smile
6. Photo of the veneers on the model
7. Video testimony from patient
8. Repost of their full face testimonial
9. Sped up procedure video
10. Follow up – year later

# HOW 1 PATIENT = 10 POSTS



1. Procedure Video



2. Patient Selfie



3. Educational Video



4. & 5. Models



6. Temps



7. Patient Testimony



8. Full Face B&A



9. Mock-Up Video



10. A Year Later

## WHEN TO POST

1. When you post, Instagram will show that post to 10% of your audience.
2. If within the first 10 minutes, your post gets a strong level of engagement, (likes, comments, direct shares) Instagram will then show it to the remaining 90% of your following.
3. If it continues to perform well, or rather, if it exceeds expectations, your post could end up in the Explore section.
4. The best times of the day to post are either 9AM or 5PM when the most amount of people are using social media.

POST WHEN YOUR AUDIENCE IS ACTIVE You absolutely don't want to post when your audience is, say, asleep. No interaction within the first ten minutes means your post will be buried.

# MONTHLY SCHEDULE

<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
B&A Veneer Case	Patient Testimony Repost	Patient Testimony	B&A Veneer Case	Personal - Family Life	Patient Testimony Repost	B&A Veneer Case
Patient Testimony Repost	Personal - Family Life	B&A Veneer Case	Full Face Mock-up	Patient Testimony Repost	B&A Veneer Case	Giveaway or Contest
Another Post on Contest	B&A Veneer Case	Personal - Family Life	Patient Testimony Repost	B&A Veneer Case	Video of Mock-up	Patient Testimony Repost
B&A Veneer Case	Personal - Family Life	Photo or Video Working	B&A Veneer Case	Patient Testimony Repost	Lecture Photo	B&A Veneer Case
B&A Veneer Case	Patient Testimony Repost	Personal - Family Life	B&A Veneer Case	Patient Testimony Repost	Patient Full Face Photo	B&A Veneer Case

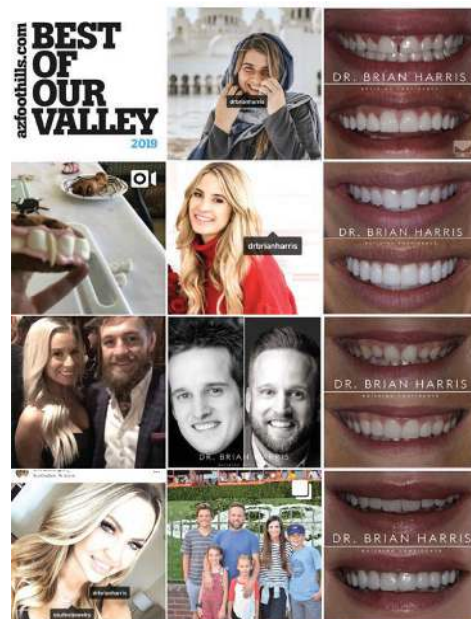
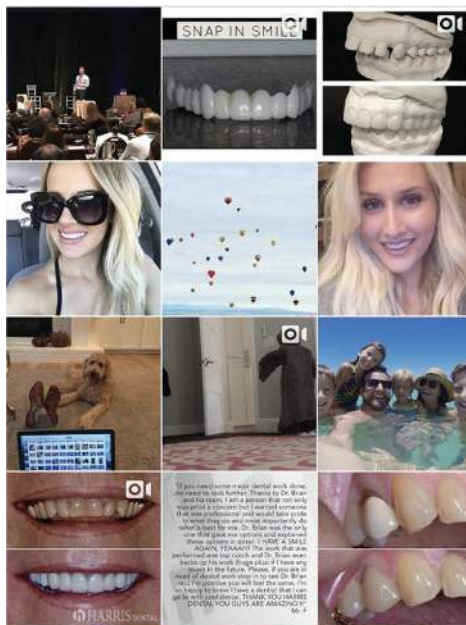
SECTION NINE

09  
LAYOUT OPTIONS



# THE FIRST .5 SECONDS

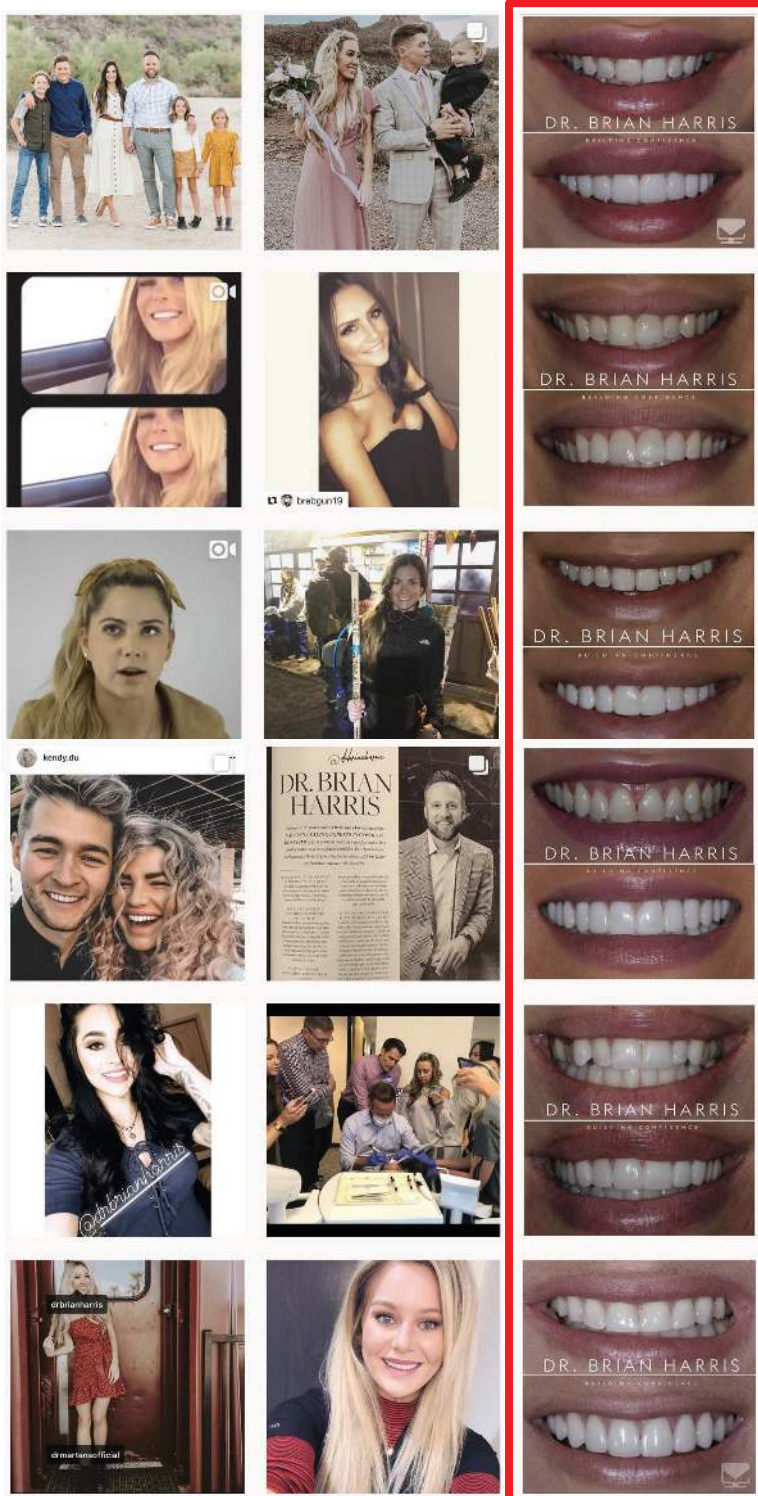
Statistics show that we judge people within the first .5 seconds of meeting them. You only have one chance to make a good first impression so make sure it counts! This same rule applies for a social media page. The second someone lands on your Instagram page they will judge you, so the goal is to help them see in .5 seconds exactly who you are and what you do. Let's use these two images below to help illustrate this concept.



What did you see when you first turned the page and saw these two images? If you were choosing a cosmetic dentist, which of these two dentists would you most likely go to? The irony is that both images are screenshots from my own account, one was taken when I first started posting on social media and the other was taken recently.



# GRID LAYOUT



**1**

3	2	1
2	3	1
3	2	1
2	3	1
3	2	1

**2**

1	1	2
1	1	3
1	1	2
1	1	3
1	1	2

**3**

1	2	3
1	2	3
1	2	3
1	2	3
1	2	3

Here are some other grid layout examples that you could use. The key is having the before and after posts (#1) always lined up, that is what makes things look classy and shows people PROOF of what you do. A piece of advice here... keep it simple. The more rules you create for your grid the more constricted you will feel about what and when you can post. I follow the rule of just making sure every third post I do is a before and after case. The rest is a mix of family, patient testimonials, lecturing pics and awards or accomplishments.

SECTION TEN

**10**  
**READY TO GROW?**

## MORE FOLLOWERS:

When you first start out using Instagram you need to understand that it takes time to grow so be patient with the process. Your following will start off as 100 followers or so. These will be your close friends, family, co-workers etc. These are the people that are going to follow you regardless of what you post because they are your friends. When you are ready to start getting people you don't know to follow you, it is important to have a strategy in place. If all your posts are pictures from family trips, the dinner you ate last night, your dog and political quotes, you are much less likely to get people to follow you. So before you start interacting with others, build your brand in the way you would want others to see you.

## **“NOTHING KILLS A BAD PRODUCT FASTER THAN GO ODADVERTISING”**

-Peter Drucker

A simple analogy to explain this quote would be having a front office staff that hates each other yet you still spend thousands of dollars in marketing efforts to get new patients into the office so they can see what a terrible culture you have created. It sounds crazy but it happens all the time.

It's no different with Instagram. Before you start growing your following, you first need to set up your page so it looks like the type of account people would WANT to follow. This can literally be done in one day if you put the effort in. The goal is 9 posts. 3 rows of posts following the template you have created for yourself on the previous pages. Why 9 posts you ask? Because of the **.5 second rule**. People are going to judge your page as soon as they see it and 3 rows of posts following the template layout is enough to look the part.

**Now that you look the part... let's grow your following!**

### **LIKING AND COMMENTING ON OTHERS PHOTOS:**

It is called social media for a reason... to be social. This means engaging with others and interacting with them. Doing this makes your comments and posts visible for others to see and seeing that will cause them to click on your name and see your page. If you set things up correctly and they are interested, they will start to follow you. Liking does the same thing as others can see the photos you like.

### **INSTAGRAM MANNERS:**

Like for a like, comment for a comment. When someone likes or comments on your feed, you should return the favor when they post whenever possible. This will keep them commenting on your page

which is crucial when it comes to the Instagram algorithm we will learn about next. When you comment on others posts it will help them grow their following too. Be a giver of compliments and likes, not just a taker.

### **INSTAGRAM ALGORITHM:**

Instagram has created an algorithm to help them determine what content being posted is good content that others would want to see. They want their users to only see good content when online so they are more likely to stick around and spend time searching.

While this algorithm is always changing there are a few things that are consistent.

When you post, Instagram will show that post to 10% of your audience. If within the first 10 minutes, your post gets a strong level of engagement (likes, comments, direct shares), Instagram will then show it to the remaining 90% of your following. If it continues to perform well, or rather, if it exceeds expectations, your post could end up in the Explore section.

What this really means is that when you post something, those first 20 minutes after you post are crucial. If you can get enough comments and likes it will then be shown to all of your followers which will get you even more comments and likes.

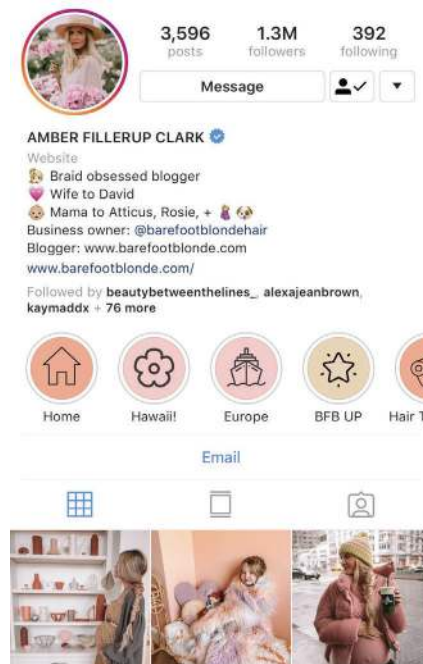
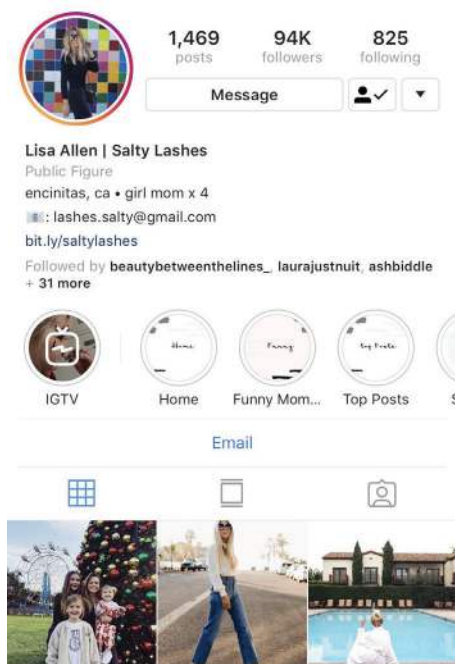
SECTION ELEVEN

**11**  
**INFLUENCERS**



# WORKING WITH INFLUENCERS

**Social Media Influencer** marketing is the new face of marketing! In the past, companies would spend millions of dollars each year on magazine ads, TV commercials and direct mail to spread their message. The problem is that this kind of marketing is expensive and provides little feedback of its effectiveness. Influencer marketing simply put, is people on social media with a large following trying out products and sharing their experience. It is a much less expensive way to market a product and a more effective way to engage with the buyer. There are influencers with 5,000 followers and influencers with 5,000,000,000 followers. It is much easier to work with Influencers in the 5,000-25,000 follower range as there are more of them out there, and they are more likely to have dental work done at a discount as opposed to wanting it for free.



## HOW TO FIND INFLUENCERS?

1. **ASK YOUR TEAM AND FAMILY MEMBERS:** Especially those under the age of 40. Most likely they will know a handful of local influencers in the area even if they only have a few thousand followers.
2. Reach out to these initial influencers and offer them a free whitening in exchange for promoting your page. Start re-posting their smile photos so people can start to see you as someone that can be trusted. Once you do this for several weeks and have some good content posted, now it's time to start reaching out to larger influencers that you have no connections with.
3. **DO A GOOGLE SEARCH:** You can just type in the words "Top 10 Instagram influencers in Phoenix, AZ" and it will pull up a list of them for you.
4. Make a list of at least 10 accounts you want to target, focusing on ones with several thousand followers. This idea of cross-promotion doesn't require any investment and partners can successfully expand through one another's social channels. Just that one message can drive significant traffic to your website and potentially land you more paying patients.

## TIPS FROM INFLUENCERS:

1. Remember... they are INFLUENCERS! They make their living based on how they look and socialize online. If they are going to have a cosmetic procedure done, they want to go to someone with experience. Before you start reaching out to them, show some social proof that you are good at what you do.
2. Don't reach out to all of them you know right off the bat. Get one or two to commit, then go after others. The law of the HERD. People will do what they perceive other people are doing. If they see other influencers going to you then they will want to come too. Be patient and get a solid strategy in place for this.
3. Always try to contact them by email. If you can't locate one, then direct message them to ask for the best form of contact.
4. When you do contact them, make sure it's personal. They are more likely to read an email that says, "Hi Demi" instead of "Hello." Include a short introduction, what it is you do and what you are offering them. It's always nice to include a comment about a post or story of theirs that you enjoyed.
5. Create value for your Influencers. Influencers work hard and long to create value for their audiences. To connect with them, you should do the same. You have to build something worth talking about. By creating value for influencers; you'll gain credibility in a short time, regardless the size of your brand.

## SAMPLE PITCH TO INFLUENCERS

Hi Demi,


I love your instagram feed... especially the post you did the other day with your gorgeous family photos. I'm a Cosmetic Dentist in Phoenix, Arizona. I've worked with other influencers (mention them by name) (include their before and after photo). We seem to share the same follower demographic and I was wondering if you would you be interested in partnering, service for trade? I think it would be super beneficial for both of us and I've had great success and engagement in past partnerships I've done.

## REMEMBER, THEY ARE *"INFLUENCERS"*

They make a living based on how much they interact with their audience and their face and smile is usually the focal point of all their pictures and videos. They are going to want to collaborate with someone that knows what they are doing, so make sure your feed is set up right before you reach out to them. The awesome thing is that once you start working with influencers, other influencers will see that you are open to collaborating with them and they will start reaching out to you. Get started with a few good influencers and things will naturally grow on their own from there.

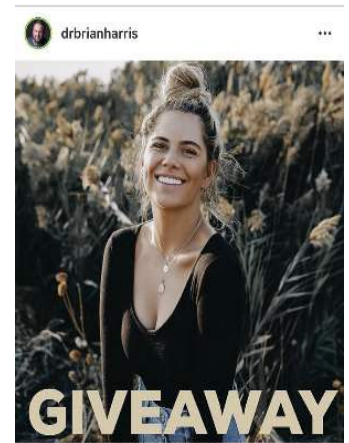
# INFLUENCER RESULTS

  
**1008**  
New  
Followers

  
**42**  
Virtual  
Consults

  
**12**  
Smile  
Designs

**1**  
Influencer



SECTION TWELVE

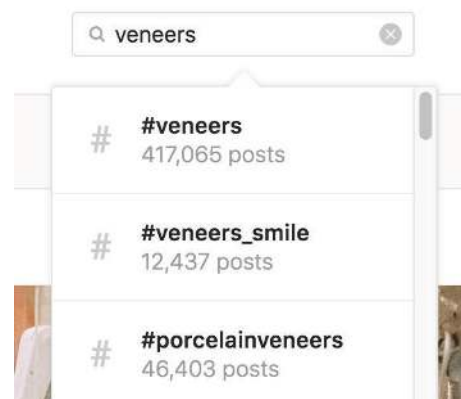
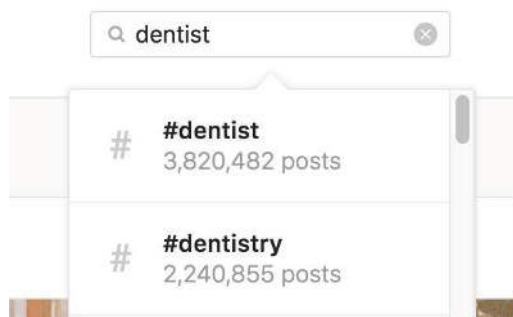
# 12 HASHTAGS

# HASHTAG STRATEGY

You don't want to use the same ones over and over again, otherwise Instagram will register it as spam.

**HOW MANY SHOULD YOU USE:** This is ever-changing. Now we use 5. The reason being: Instagram started to register 30 hashtags as spam. So, stick to 5 and have alternates, so you're not employing the same 5 every time you post.

**WHAT MAKES FOR A GOOD HASHTAG:** Look at the pics below. You'll notice each hashtag has a number assigned to it. That's the amount of times its been used. You want the hashtag to be popular enough that people are actively searching under it, but not SO popular that your post will get buried in the hashtag feed. Below are some tips, look at the images below for context. Stick to hashtags in the 10k-500k range. Much higher than that and you'll get lost in the feed and will have little to no chance of ending up in the TOP POST section.





SECTION THIRTEEN

13  
GIVEAWAYS

# GIVEAWAY IDEAS

## 1. SMILE GIVEAWAY



The purpose of a giveaway is to get more eyes on your feed and to get more new followers. Instead of growing your following one person at a time, a giveaway allows you to get hundreds and sometimes thousands of followers within one week. This is an example of a giveaway we did for \$1000 off of a smile makeover. To enter people must follow your page and the page of the influencer you are collaborating with. This is how you get so many people looking at your feed in a short period of time. Do this, it works!

## GIVEAWAY IDEAS

### 2. SAMPLE MODEL CALL POST

I am looking for 4 models for a Smile Test Drive course I am teaching to a group of dentists. If you swipe left, you can see examples of what this is. I will be recording content to show other doctors how powerful it is to let their patients "try it before they buy" :) The Test Drive procedure takes 30 min and allows us to show our patients a preview of what their smile could look like if they decided to have a smile makeover. A little tooth colored resin is applied to the teeth to shape and mold them to the desired look. I am looking for people who have small teeth, worn down teeth, a narrow smile or teeth with spacing. To apply all you need to do is follow the link in my bio, upload a smile photo and mention that you are applying to be a model for the course. If you are chosen to be a model, you will receive a free Smile Test Drive and 15% off your future smile makeover. I will be reviewing all entries this weekend and get back to you early next week. Thanks!!



SECTION FOURTEEN

14  
CAPTIONS

# CAPTIONS THAT WORK

## SHORT AND SIMPLE:

It's not an article write up in a dental journal, just say what was done and how good it turned out.

 Liked by **dr.scottharris** and **464 others**

**drbrianharris** 10 Porcelain Veneers for a brighter and wider smile. When the lips are full like they are here and we create a smile that compliments them, it can transform an entire look 🙌

## USE EMOJI'S:


Use emojis whenever possible to make things stand out.

 Liked by **dr.scottharris** and **1,428 others**

**drbrianharris** ✨ GIVEAWAY ✨ A NEW SMILE!! 🔥 😍  
😁 If you have ever considered improving your smile, now is your chance! Everyone has an equal chance to win AND the winner may gift the smile to someone of their choice if they are happy with their smile. To ENTER, here is what you need to do: •Follow @drbrianharris and @demilucymay

## USE MOTIVATIONAL QUOTES:

Quotes resonate with people and emotionally grab our attention. Everyone likes to read good quotes.

 Liked by **mauryqharris** and **416 others**

**drbrianharris** "Happiness is a way of travel... not a destination" Love seeing pics of my patients like this 😊.  
A SMILE can be taken with them wherever they go 🌍

## CAPTIONS THAT WORK CONTINUED...

### AVOID DENTAL TERMS:

Use words that people will recognize and avoid dental words.



Liked by dr.scottharris and 464 others

**drbrianharris** 10 Porcelain Veneers for a brighter and wider smile. When the lips are full like they are here and we create a smile that compliments them, it can transform an entire look 🙌

### HAVE A CALL TO ACTION IN EVERY POST:

Remember the purpose of your posts... to drive new patients. Make sure each post has a call to action.

---

Self conscious of your smile? Let me show you what's possible in 3 easy steps. Get your free Smile Virtual Consult now... the link is in my bio. 🙌 #smileselfie #testimonial #veneer #veneers #drbrianharris #cosmeticdentist #newsmile

### TALK ABOUT WHAT THE PROCEDURE CAN DO *FOR* THE PATIENT, NOT ABOUT WHAT IS BEING DONE *TO* THE PATIENT:



Liked by mauryqharris and 409 others

**drbrianharris** 6 Porcelain Veneers for a little confidence boost 😊

SECTION FIFTEEN

15  
STORIES



# INSTAGRAM STORIES

**Instagram FEED:** Your instagram feed is what we have been talking about up until now. It is essentially your highlight reel. It's where pictures are posted each week and stay forever for others to see.

**Instagram STORIES:** Consider your Instagram stories your day to day interaction and emotional connection with your followers. This is where you can post personal and clinical things you do on a daily basis. The FEED is what attracts new followers and the STORY is what makes them stick around and get to know you.

**- There's no 'Best Time To Post' because they're visible for 24 hours!**

Post to Instagram Stories at least twice a day, at a good 10-12 hours apart so that you've always got something in the stories news feed within any 24hr time frame. 2 to 5 stories a day would be ideal.

**-You can download and save them.**

Once you've created and posted your Instagram Stories, you can download individual posts, or even WHOLE stories if you want to use them again for another piece of content.

**-Instagram Stories are Discoverable.**

'Discoverable' means that people who don't follow you can see your posts too! PAGE 63

# INSTAGRAM STORY EXAMPLES:

**The Clinical Tutorial:** Show people how you do things, it will prompt them to ask questions and engage with you.



**The Message Repost:** This is a powerful way to connect with followers on an emotional level. It builds trust and confidence.



**The Family :** People buy from people... let them get to know you.



**The Patient Repost:** People do what they see other people doing.



**A Day In The Life:** Let them see you in your element.



SECTION SIXTEEN

**16**  
**THE**  
**VIRTUAL CONSULT**



## THE VIRTUAL CONSULT

**The main purpose for using social media in your dental practice is to grow your brand and create a funnel for new patient leads. Once these leads are generated, what you do next is CRUCIAL!**

Virtual consults using the Smile Virtual platform allow you to record a consult when you have time and the patient can watch it when they have time. It allows you to build immediate trust with your patients by answering their questions and sharing treatment options.



**The OLD Way**



**The NEW Way**

## VIRTUAL CONSULT'S ARE THE SECRET TO FILLING YOUR SCHEDULE WITH HIGH DOLLAR CASES. HERE'S WHY:

,

**Secret 1:** I can “close the sale” before the patients ever steps foot into my office.

**Secret 2:** I can do 6 cosmetic consults in the same time it used to take me to do 1.

**Secret 3:** I can get in front of a spouse or other financial decision maker without ever meeting them in person.

**If you are not currently using the only HIPAA compliant virtual consult video recording platform in dentistry, you should be. Visit [www.smilevirtual.com](http://www.smilevirtual.com) for more information.**

SECTION SIXTEEN

**17**  
**TAKEAWAYS**



## KNOWING VS. DOING

How many times have you taken a CE course and felt excited about implementing new things into your practice only to return home and never make it happen?

KNOWING how to be successful is one thing but 100% of the success is in the DOING. You have to be willing to do the work. It's going to take time and patience but if you are willing to put in the time, you will see the results.

**“DO THE WORK OTHERS AREN'T WILLING TO DO. AND YOU WILL GET THE THINGS OTHERS WILL NEVER HAVE.”**

By far the best option for implementing these things is for the doctor to be fully involved in growing and building their own brand. You may need to block out time in your schedule initially to get organized and get a good game plan in place. Once you get up and running it will become easier to manage.

Some of you may be feeling overwhelmed at this point as you feel like you are not going to have enough time in the day to do what is required. Or, maybe you just have no desire to do the work. If that is the case, it's ok. You can assign these tasks to someone on your team and make it one of their daily responsibilities.

## TAKEAWAY

**DO THE WORK.** You have the time. You really can create a PIVOT point in your practice and forever change the way you do dentistry, but the success is in the DOING.

**REMEMBER YOUR AUDIENCE.** If you are busy trying to target everyone, you're wasting your money.

**COPY GENIUS.** Anyone can have an instagram account, the key is to have one that drives new patients and positions you as an expert, otherwise you are wasting your time.

**BE SOCIAL.** It is called social media for a reason... to be social. This means engaging with others and interacting with them.

**BE PATIENT.** It will not happen overnight, but If you are willing to put in the effort, you WILL see results.

I hope this guide has been helpful and allowed you to see a new and unique way to grow your practice. There are millions of patients out there right now wanting to have a better smile but don't know who to trust or what to do. Instagram allows you to reach these people and give them SOCIAL PROOF of who you are and what you do. Remember, everyone knows that you are a Dentist but nobody really knows WHAT you do.

**“STOP WAITING FOR PATIENTS TO  
COME TO YOU. GO TO THEM !”**

- Dr. Brian Harris