

# How Dr Jesse Green Built Up A Successful Dental Consulting Practice Using Online Marketing

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## ❖ How Jesse Green Started

- Started as a professional dentist and after moving to Queensland, Brisbane with his wife and daughters, he and his wife decided to do something else. So he read a book in the internet marketing and before long, he started building affiliate sites selling all sorts of random dodgy products.
- And then he was asked by his friends to build a dental practice website. They also ran some SEO campaigns, PPC things and they sent some traffic and got the phone to ring and they did a couple of campaigns.

## ❖ Dental Consulting and Challenges

- They had a really successful practice. They were making good money but he was as unhappy as can be. At that point he realised that his business model was broken but he didn't quite know how to fix it.
- Even in dentistry there's practice management courses around and so on and he followed all the teachings that were around at the time and still around and what he realized is that he was creating self employment rather than business and so ultimately for him what happened is, yes, they were making good money but it was largely reliant upon his personal exertion and that if he took a holiday so too did the revenue but the expenses did not.
- So he had this situation where he took a holiday they'd have this impact on the bottom line which meant taking holidays became less fun because he was worried about what the bank balance was going to do. He was in self employment as opposed business ownership. And it was through extricating himself away from dentistry and then looking at another industry marketing and online stuff he thought he don't come into this with preconceived ideas. He don't come into this with any knowledge on how to do it. And so he didn't come in with bad habits that needed to be done or accepted because he didn't know any of that and so when he was talking to various people in that space he just happened to get some really good teaching up front for which he was very grateful.
- And it was actually through the internet marketing space and learning about building that agency that he realised some of the mistakes he made in his dental practice and what he'd done if only he'd known that, he perhaps wouldn't have gone to that point in 2008 where he was feeling stressed and burnt out and tired.

## ❖ Getting the Word Out About His Business

- The deficiencies were highlighted in their practice when he delivered more clients to the people who asked for his service and so the systems were strained. The staff couldn't quite cope. Being a former dentist, he is equipped to help people fellow dentists through their practice.

## ❖ Content Marketing Strategy

- Add value to the audience, add value to the conversation. And there are times there's this whole thread of conversation where he might have a view but someone else has expressed that view so he don't chime in so it's better for him

understanding the value of actually giving good quality content in a timely manner and not being egotistical about it.

- ❖ Tracking Conversions from Traffic Channels
  - They get some stats on their podcast and so certainly they've been tracking their podcast stats and people have been increasing and of course they distribute and syndicate content through various social media channels. Independently of those groups and so that's been really helpful. They will take their blog and their podcast and they'll share that. They could see the stats on that and they had a lot of listeners with a lot of engagement in the various social channels.
- ❖ Working on Podcast as Content Marketing
  - So what they do with the blog is they'll start with the podcast to beg your pardon. They'll take the podcast, they'll have that transcription and they have timestamps on that transcription and the timestamps is a new thing for us. But so typically they'll take the podcast get it transcribed. They will then create their own blog posts not as a word for word rehash that clearly but we'll create a blog post on an around the same topic bring in other resources around that then they'll create little tweets and little snippets to share and other channels maybe an image for Instagram and so on and then they'll share all of that content around through the various channels at different times. And that's been quite helpful.
- ❖ Testing Offers of What People Wants
  - They were running some testing with different things whether they do that as a free or paid session. And so far they don't really have enough data to determine whether that's making a difference or not and with a paid session they donate that money anyway so it's not profit for us it's just contributing elsewhere. So they've done a free and paid version test on that in terms of other things that they've done. They've done quizzes and self assessments and other things that were okay but what they've found is people just want to talk.
  - And so for them it's very easy to get on the phone and have a conversation with someone and do that session and really the purpose of that strategy session is to again genuinely help people and it's about delivering as much value as they can in that half hour or thereabouts and then if something comes from that that's great but if not then you know they'd like to feel they've done a little bit of good and that person leaves that conversation better for it but they then would essentially you know find out if we're fit with people in a fit then they could take it to the next step if that's appropriate. That would be a different conversation and a different call what a different time. And so people come into that storage session they can't buy anything.
- ❖ Ideal Client to Target
  - When he have taken on a client who wasn't the best fit, it was frustrating for them and frustrating for him. Meaning that they just weren't the right fit for each other and it doesn't mean that they're a bad person or a bad person. It just meant that it's not the right fit. And so they then quickly determine that and refer them off to someone who might be a better fit and again they try to at least add that value of know what this is perhaps not the best. After all let's point you in the direction of someone who might be able to help you better than we can given the way you are.
- ❖ Delivering and Meeting the Client's Goals

- From the client's perspective, they don't want to be investing time and money in something they're not going to deliver them exactly what they're looking for but from the business owner. So from strategist perspective in dealing with the client is that they live and die by their reputation to be able to get results for people perhaps. And so for them if they focus on is not the right fit they're harder to work with it's harder to get results and that ultimately hurts their business too. And so he is quite strong on the idea that if you're someone is not getting what they need and want from their interaction with strategist then he think they call that early and they make other arrangements for them to receive the type of care that they need but elsewhere.