

HOW TO CRUSH ORGANIC POSTS ON FACEBOOK & INSTAGRAM



AND FIND NEW ORTHODONTIC PATIENTS
WITHOUT SPENDING MONEY ON ADS!

WHAT 'S THE SECRET TO SOCIAL MEDIA?

Time and again, doctors ask us — "What's the ONE THING we need to do to get more patients with social media?"

The truth? There's not a secret strategy to overnight success on Facebook or Instagram, but...

There is a collection of proven strategies that will bring you a steady stream of new consults, patients, and brand advocates without spending a ton of time on social media.

We help our clients generate thousands of leads every month using organic social media posts.

And inside this ebook, we'll share the strategies that help our clients dominate their competition, again and again.

Plus, we'll show you how to execute these simple strategies to boost engagement and build a bigger audience today.

SOCIAL STRATEGY #1

Use Video Testimonials

People want to hear about your patients' experiences directly from their smiling faces. It's some of the most impactful and authentic type of marketing you can create.

That's why video testimonial posts, like this one below, will get up to **150% more engagement** than a post with a photograph of the same patient.



And on Instagram **video outperforms photos by 3 TIMES** in test after test.

Do you know why Facebook charges up to 20 times more per engagement on a photo when running paid ads?

Because they know that their users prefer the experience of video and they want to keep their users happy.

STRATEGY #1: Video Testimonials

So, don't fight the evidence. Instead, follow the tips below and start creating and posting video testimonials this week.

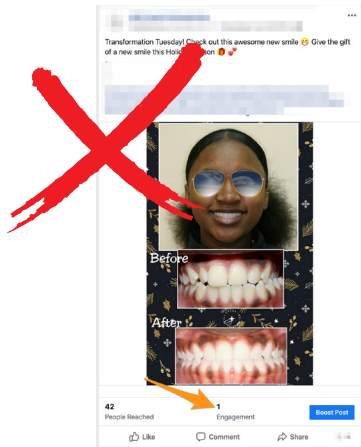
Tips for using video testimonials:

- Set a goal of posting 2 to 3 videos per week
- Be sure to get a signed release form from each patient
- Test different video locations (indoors / outdoors)
- Track the performance of each post to see which ideas get the most engagement
- Consider testing paid ads with your best-performing testimonials



PRO TIP #1

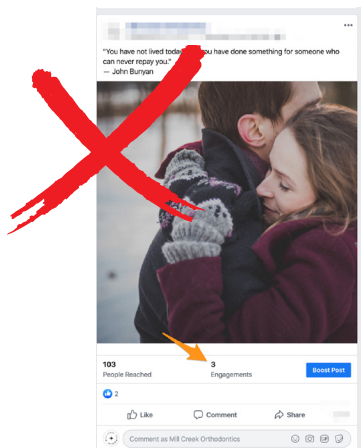
Know What NOT to Post



DON'T POST: Before & After Pics

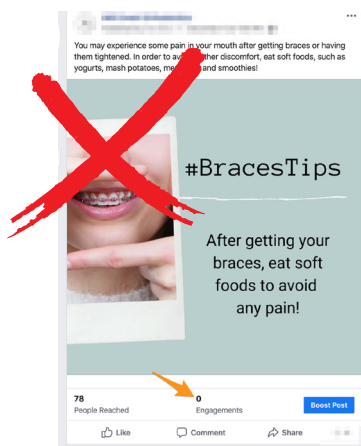
Before and after photos and smile galleries get poor engagement.

Instead, focus on the AFTER using lifestyle images. Avoid headshots and close-up photos of teeth.



DON'T POST: Stock Photos

Social media users value authenticity over everything else.



DON'T POST: Text-Heavy Images

Images with a lot of text feel like ads and don't grab attention on a social platform.

Focus on lifestyle images and video instead.

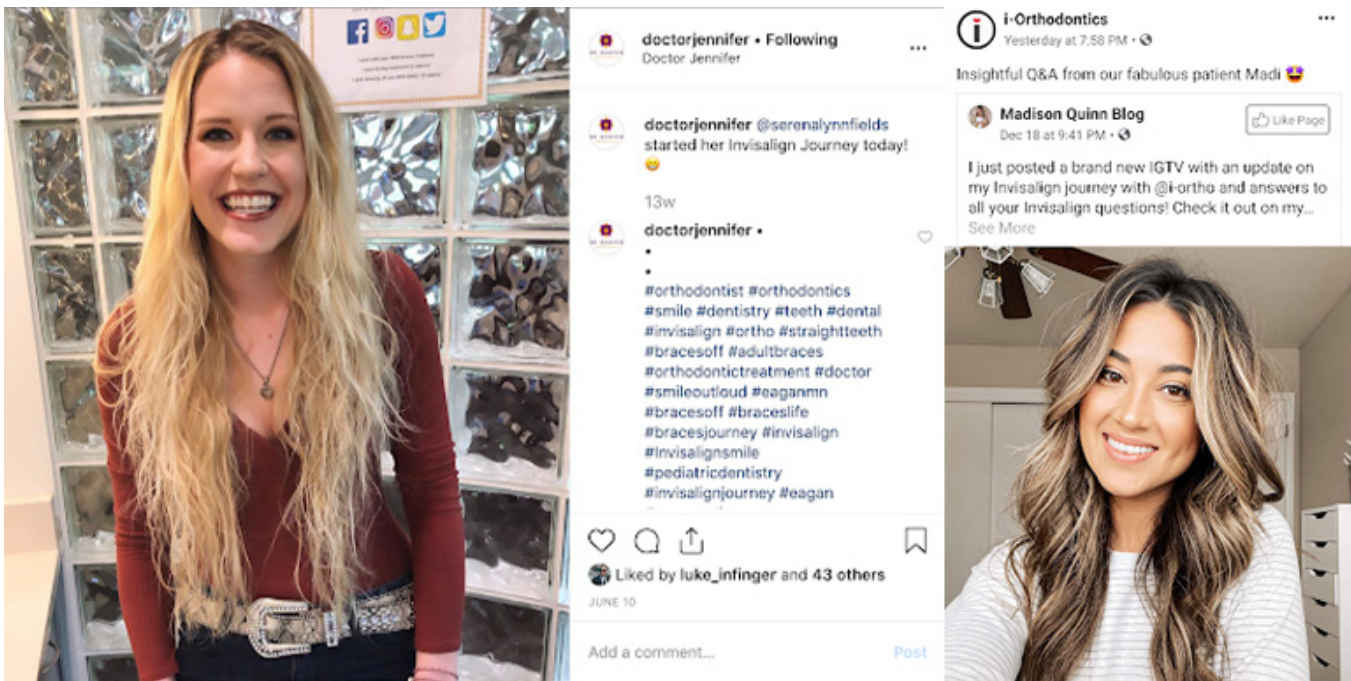
SOCIAL STRATEGY #2

Find Patient Influencers

Word of mouth will always be your highest converting source of new patient leads. And online reviews from influencers are one way to multiply that impact.

An influencer doesn't have to be someone "famous." It could be a local mom or young adult with social media skills and a large following.

Find a patient that gets a lot of love online. And trade free or discounted treatment in exchange for them documenting their treatment and promoting your practice.

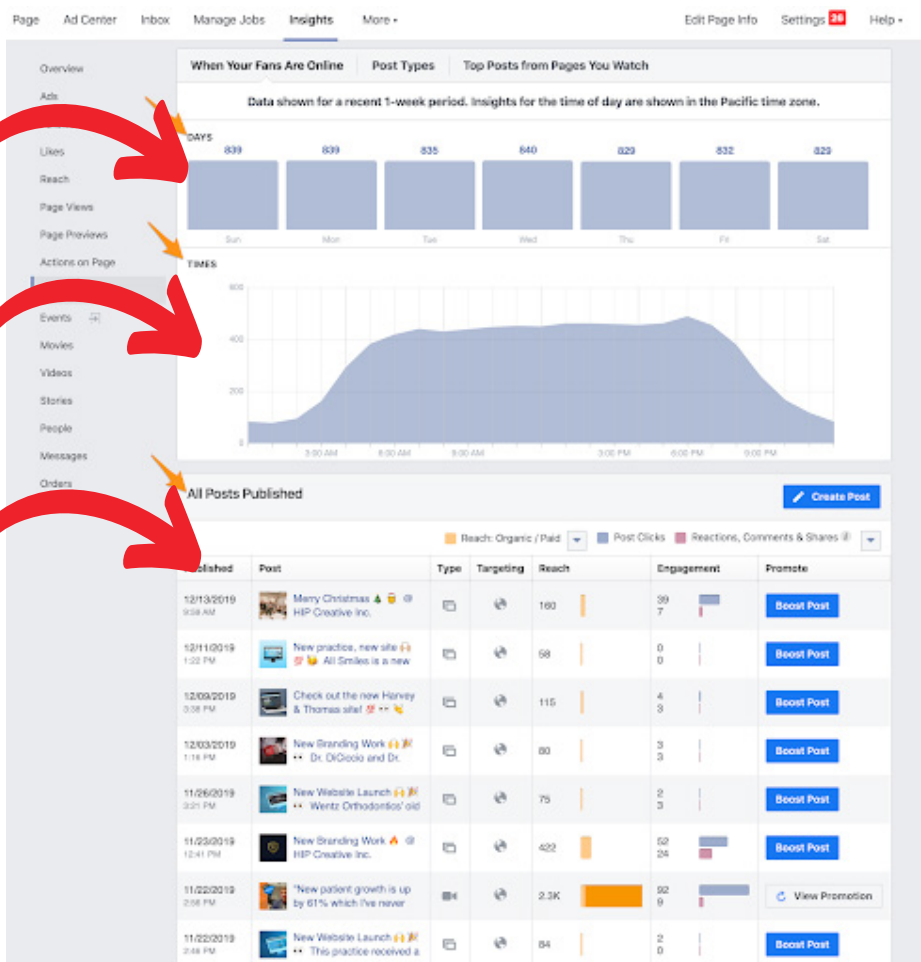


It's a great way to get your brand seen in new corners of your community. Plus, you'll benefit from the credibility they've built with their audience.

PRO TIP #2

Track Your Engagement

The Insights tool in your Facebook account shows you which of your posts got the largest reach and the most engagement (likes, link clicks, shares, etc.).



Track your engagement weekly to see which types of content grabs your audience's attention. If something is getting engagement, do more of it!

And if one type of content isn't getting engagement replace it on your schedule with the content that's working for you.

SOCIAL STRATEGY #3

Optimize Your Cover Image

Your Facebook Cover Image is the most valuable real estate on your Facebook page.

Don't waste it with a random picture. Instead, use that space strategically, as we did for Dr. Jennifer here:



You'll see we used a designed image that aligned with her brand and incorporated brand colors. So if you visit her website, you'll have a consistent brand experience.

Plus, we've added some additional logos here to establish her authority in the marketplace.

The cover image is your best opportunity to show potential patients on Facebook who you are, so make the most of it!

SUPERCHARGE YOUR BRAND: High-Quality Video

If you want your brand to stand out on Facebook, Instagram, and beyond, high-quality video production will help your brand stand out from the crowd.

High-end personalized videos, like this one, are the BEST form of content for engagement AND long-term branding:



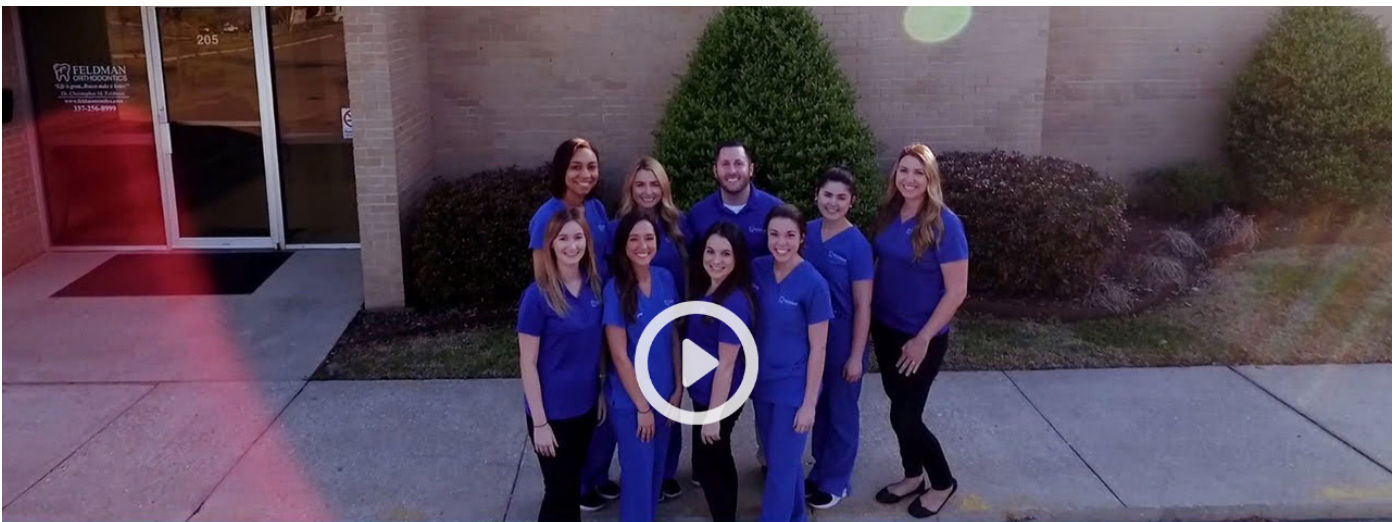
A well-produced video gives your practice personality.

And it shows potential patients you care about quality and creating exceptional experiences for your patients.

SUPERCHARGE YOUR BRAND:

But a great video is more than just a pretty picture. It's a high-value asset you'll use again and again in your business.

You'll use it to create engagement on Facebook and Instagram. But don't stop there. Use video to add personality to your website. And post it on YouTube (the world's second-largest search engine) to draw more traffic.



ABOUT THE PRACTICE

FELDMAN ORTHODONTICS

Plus, high-quality content never goes out of style. We produced videos for our clients 6 years ago that are still attracting thousands of views per month today.

Once you've used video to introduce your brand to viewers, you can use video to convert them into patients too.

SUPERCARGE YOUR BRAND:

When somebody views your branded video on Facebook, Instagram, or your website, they've shown interest in your services. And are that much closer to becoming a patient.

You can use Facebook's tracking pixel to tag the users that watch your brand video on Facebook.

Then you can target them with an "intent-based" video that introduces your specific offer (like a free exam) and asks them to book an appointment.

Retargeting with intent-based video returns a huge return on investment (ROI) because you've already built brand credibility with potential patients.

We use this simple two-step video funnel to convert hundreds of new patients for our clients every month.

If you want to build your brand and book more consults using high-quality, professionally-produced video content, [reach out to us to see how we can help you.](#)



ABOUT HIP

Want to grow your orthodontic practice?

If you want rapid growth, you'll need a partner who's been there before to show you the way.

HIP Creative has helped some of the nation's best orthodontic practices like Fishbein Orthodontics, Dr. Jennifer Orthodontics, and All Smiles Orthodontics to achieve exponential growth with our proven PARF growth framework.

We can help you transform your practice to serve your patients better, empower your team, and build a business and lifestyle that are 100% sustainable.

If you're ready to grow your practice reach out to us today for a free consultation.

And let us show you how we can help!



Book my free call!



ABOUT HIP

“We were expecting maybe a 5 - 10% increase in exams, but it’s all the way to 61%! It feels good to have a partner who knows the business of orthodontics and cares about our success just as much as we do.”

Dr. Ed Wentz
Wentz Orthodontics



“HIP’s automated follow-up actually turns our leads into patients. They’re incredibly professional and the ROI is truly through the roof. If we’d only been half as successful, I’d have been happy — being where we are, I’m ecstatic!”

Dr. Keith Dressler
Dressler Orthodontics



“With HIP’s support our growth has been exponential. They helped me get visibility quickly and start making a profit in less than a year. I know doctors who work 5 or 10 years to get to this level. I couldn’t have done that on my own.”

Dr. Kristen Knecht
Knecht Orthodontics

