



5 COSTLY MARKETING MISTAKES

Dental Practices Make

And exactly what to do instead — from someone who has spent 15+ years fixing them from the inside.

After 15+ years working inside dental practices, I've seen the same marketing mistakes made over and over. Combined, they typically cost a practice **\$40,000–\$80,000 per year** in lost or wasted revenue. Here's what they are — and more importantly, what to do instead.

MISTAKE 01

Paying for Marketing Without Tracking ROI

Most practices pay their marketing agency every month and never ask the hard question: how many new patients did this actually produce? Agencies often report clicks, impressions, and rankings — metrics that sound impressive but don't tell you if your phone is ringing with actual patients.

If you can't answer "what is my cost per new patient acquisition?" within 30 seconds, you're flying blind — and your agency knows it.

Avg. annual cost: \$15,000–\$30,000 in wasted spend

THE FIX

Demand a monthly report that shows new patient calls, booked appointments, and cost per acquisition — not just digital metrics. If your agency cannot provide this, that is your answer.

MISTAKE 02

Using a Generic Agency That Doesn't Know Dentistry

General marketing agencies apply the same playbook to every client — dentist, restaurant, or plumber. They don't understand dental patient lifetime value, treatment cycles, or why hygiene is the backbone of your schedule. The messaging is generic. The targeting is broad. And the results reflect it.

Avg. cost: 6–12 months of underperformance

THE FIX

Work with an agency that specializes in dental — or hire a consultant who can oversee your agency with dental-specific expertise. Ask them: "What's the average lifetime value of a dental patient?" If they hesitate, move on.



MISTAKE 03

Ignoring Google Reviews Until There's a Problem

85% of patients check Google reviews before booking a new dentist. A practice with 40 reviews at 3.9 stars loses patients to the competitor down the street with 200 reviews at 4.8 — even if the quality of dentistry is identical. Yet most practices only think about reviews when they get a bad one.

Avg. cost: 20–35% of prospective new patients lost

THE FIX

Build a review request into your checkout process — a simple text or email sent within 2 hours of a positive appointment. Respond to every review, positive or negative. Aim for 10+ new reviews per month.

MISTAKE 04

Running Ads Without Fixing the Front Desk First

Driving more traffic to a broken conversion process is like pouring water into a leaky bucket. If your front desk isn't trained to handle new patient calls — answer quickly, communicate value, and book confidently — paid advertising will underperform no matter how good the targeting is.

Avg. cost: 40–60% of ad spend wasted

THE FIX

Before increasing ad spend, audit your new patient call handling. Train your team on a consistent script that communicates value, answers objections, and closes the appointment.

MISTAKE 05

No Patient Reactivation System

The cheapest new patient you'll ever get is one who's already been to your practice. Most practices have hundreds of patients who haven't returned in 12–24 months. Reactivating these patients costs a fraction of acquiring new ones. Yet most practices have no systematic way to identify and reach out to them.

Avg. cost: \$20,000–\$40,000/year in recoverable revenue

THE FIX

Run a monthly report of patients 12+ months overdue. Create a 3-touch reactivation sequence: personalized email, text, and a phone call. A simple campaign like this typically recovers 10–20 patients per month at near-zero cost.



Recognize Any of These?

Book a free 30-minute Discovery Call. We'll identify which of these mistakes is costing your practice the most — and build a plan to fix it. hello@dentalpracticepartners.com