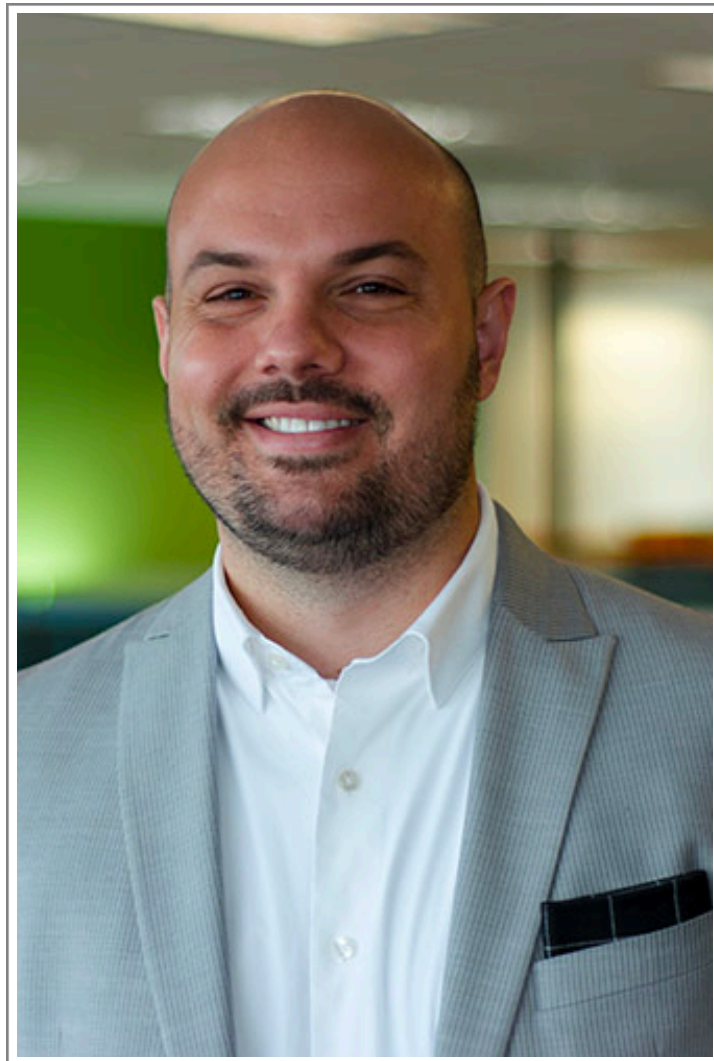


Ask the Expert

Ted Kozel

Socius Marketing





If you haven't made the change to switching to the new analytics platform, you have to because Google is sunsetting the old one, and you'll lose all of your data.

Ted Kozel serves as a Director of Healthcare Sales for Socius Marketing. His background includes an Economics degree from The University of South Florida in Tampa, as well as extensive sales and consulting experience in the medical field.

Ted has worked with hospitals, physicians, pharmacies, large physician groups, tech start-ups, specialty physicians, DSO's, dentists and specialists over the past fifteen plus years. He has taken his experiences and industry knowledge and helped dental practices throughout the world with development, marketing, execution, and implementation of strategy through a one-on-one approach with each practice.

Ted has also spoken for various laser, implant, pediatric dentistry, sleep apnea, full-mouth rehab, DSO groups, and advanced dentistry groups on how to leverage the techniques they have learned and turn them into patients.

Dustin Burleson:

Awesome. Welcome everyone. I'm so happy to be here. It's Dustin Burleson. We're joined tonight with Ted Kozel. Ted, thanks for being here.

Ted Kozel:

Thank you very much for having me.

Dustin Burleson:

Tell us who you are. I know a lot of our members met you in the fall, but most of our members have not met you. So tell us about Socius and how you got to where you are today.

Ted Kozel:

Yeah, absolutely. Yeah. I'm the Director of Sales at Socius Marketing. I have been with Socius collectively for six, almost seven years now, and have always worked in the medical dental space, have done a lot for procedure-based marketing and then also a lot on DSO or multi-location. I've done just about everything from radio, TV, billboards, flyers, websites, you name it. I've done just about all of it on the marketing side, but with Socius specifically, we do websites and digital marketing and really like it. And happy to be here and happy to be chatting with you.

Dustin Burleson:

Yeah. Because I should highlight for doctors who are listening that aren't Socius clients, that Socius is our go-to provider for digital marketing, website creation, SEO, social, all that stuff. So I just want to make sure people know that we love and trust you all and we get to see a lot of data, which is really cool. Can we dig in there, what's

new? What are you seeing? Because I want to highlight, you said DSOs, like you've done this for hundreds of practices at one time. What do you see now for the solo owner or maybe a DSO marketing manager who's listening? What are some of the trends at the time of this recording? We're doing this May, 2023. What do you see right now for dental offices, an orthodontists trying to grab more new patients online?

Ted Koziel:

I think, and this is probably across every vertical and anything going on right now, AI, it's hard not to talk about that, acknowledge it, think about it. I think frankly, like a lot of things, there's far more thoughts on what it could be than what can be. I think the trend is like it's shiny and we all want to play with it, and it's helped me write some better emails and things like that, but I think some of the push on where it could be has some great opportunity. But I do think even a content standpoint, the idea of having AI write everything for you, Google has said that there's nothing necessarily wrong with using AI content, but they still said that they prefer human content to have it serve a purpose and AI is good. It's not great. So I think there's something to be said for that.

And I think there's a real difference between content and SEO content and blogs, and I think those are very different things, and it depends on what you're trying to do. A blog can be anything. You could put a blog on your website on how to brine a Turkey for Thanksgiving, and that is content. It's on the site. It could be original. I don't think it's going to help you get a lot more patients. So there's a difference between some of this, I think. So I

think that's a big one. And then I think the other thing coming is a change with Google Analytics and moving to a new platform. So with it being middle of May here, if you haven't made the change to switching to the new analytics platform, you have to because Google is sunsetting the old one, and you'll lose all of your data.

Dustin Burleson:

Yeah. When's that change happen? Is it the summer, did you say?

Ted Koziel:

I believe it's moved the data a couple of times, but it's in June, July. Basically, the faster you do it, the more data you'll start collecting today as opposed to starting with a blank slate when they forced the change.

Dustin Burleson:

Let's talk about Google because you explained it at our mastermind in October more eloquently than I'd ever heard it explained. Just categorizing how Google looks at a website and where it puts it. Can you, and that might help direct some people in their SEO efforts. Do you want to highlight that for us?

Ted Koziel:

Sure. I think the big thing is first is when you search for something, Google isn't actually going to the internet and searching. They've already done it. So what happens is every couple weeks, Google will comb the entirety of the internet and they'll send out spiders. Imagine them spiders, and eventually they'll get to your website and they'll click every page you have and every link you have



There's a real difference between content and SEO content and blogs, and I think those are very different things, and it depends on what you're trying to do.

and think that each bit of information they bring back like it's a sheet of paper, each and every result. And that paper goes in a filing folder, in a filing cabinet so that the next time somebody searches for orthodontist Tampa, Google isn't going to the internet, they're running the filing cabinet and pulling out the Tampa orthodontist folder. So where you show up in the folder is dependent on how old the site is. Do you have a virus? A whole bunch of factors, but it's your job and your marketing company's job or your marketing team's job to make sure that you are in the folder. Google doesn't think about these things. You have to really direct it that way. So if you want to show up in a city and you want to show up in the city next to it, well, you need content for that, just like you would expect to have different content for different services, locations function the same way. So a successful website, typically has a lot more content and moving pieces that you don't necessarily see from the homepage, but they're there because that's what Google's looking at.

Dustin Burleson:

I know Google won't tell us all the criteria they use to decide who goes in which folder and which order, but what are some things you see that do help? I know you guys helped us dramatically on how we show up on mobile. That was one big one for us, and how fast the site was loading when you all redid our most recent site before we sold to Rock. Can you talk about some of those items that helps Google maybe place you higher on the folder list?

Ted Koziel:

Yeah. And to your point, you're correct. They're never going to tell you everything that it takes to be number one, because if they did, we would all do that and then no one would be number one. And I think anytime somebody manages to hack or cheat the system, which it happens, Google's a pretty smart company, they're going to either shut that down or hire that person so they can do it there and replicate those pieces. So there's definitely technical things that need to be right. It's sometimes hard for an owner of any business to look at their website and see all the moving pieces because it's like you're looking at your website, it's a house and you can see the kitchen counters, you can see the sink. You can't necessarily see the leak in the wall, though that's where it can get difficult.

So there are some technical things on making sure that the website is responsive, meaning that it fits the screen correctly. There's adjustments that Google understands. Ultimately, think about how you want to use a website, take your hat off from a business owner and put your hat on as a shopper and go, how easy is it to buy things on Amazon? How quickly can I order my coffee on

Starbucks? There's a reason that not only these companies are successful, but they rank really well. Wikipedia, you don't buy anything from Wikipedia, but it functions really, really well. So if yours is difficult and requires lots of pages or lots of clicks to get to things, that's where you can run into trouble and be behind the times.

But in order to get those rankings, if I were to really sum it down to get in front of it, you need to take the number of places you want to show up or the number of places you want to rank for that the area you serve, times the number of services you provide, and then times the variations that could come from that. Meaning if you're an orthodontist, you're going to need an orthodontics page, an orthodontist page, you're going to need a braces page, which is going to be different than your clear aligners page. And if you do clear aligners, you should probably mention the word Invisalign, even if you don't necessarily do Invisalign, because that's what people are searching for. It's a Q-tip, cotton swab thing.

Dustin Burleson:

Yeah. Can we talk about some user tests? I was looking up, one you guys have used for us in the past, UserTesting to really put actual consumers in front of your website. I was searching for the one, someone mentioned Microsoft Clarity. Any tools for doctors that say, "Okay. I like this website, but is it effective?" What do you recommend members do?

Ted Kozel:

Yeah. I think there's a couple of things that are always worth checking. There's speed checkers that you can

check on how quickly your site loads, but there's a give take here with some of this stuff because video can slow down a website, but it can also be really effective. So there may be a balance of, okay, it's going to slow down, but I look better than some of these generic sites. So there's a speed checker where it can tell you how fast things take to load to your site. Always worth keeping an eye on that. And then frankly, most of this stuff is going to be taking a look at your actual analytics account and what's happening. But once again, mixed bag here on data, because one of the common ones that people look at is bounce rate. And the bounce rate is does somebody leave your site with interacting?

And the higher the number in theory is pretty scary, but what if they're just looking for your phone number and they go to the site and they see it. Real quick and clearer, they see the address because they were just looking. That's a success. So maybe bounce straight isn't the best thing or page views, the more page views you have in theory, that's a good idea. Well, what if it's really, really hard to find what you were looking for? So they're having to look around all these pages and the time on site. So I think one of the things that when you see multiple sites is you start to come up with, okay, what's a comfortable number? Maybe my bounce rate is different in Bozeman Montana than it is in Atlanta, Georgia. But do we have a consistent number that becomes a baseline and when we see changes, that's where you should get concerned when you fall outside the norm.

Dustin Burleson:

That's smart. So what are some metrics we should be looking for to see if the website is successful?

Ted Koziel:

Yeah. Ultimately you want to be looking at is it converting? And you can't hang all leads on a website. We don't do that. I understand that somebody is going to find you for your name or for the commercial or the little league t-shirt sponsorship. Some of that stuff's going to happen, but you got to remember that your website is going to be typically the place where most of your marketing channels end up. This is the last point of conversion. That's how they're going to find the phone number if nothing else.

So yeah, looking at number of visitors, how long are they there? What pages are they going to? That's a good one too. What pages are they actually visiting to the site? You can see are your services that you think you should be ranking really high for? Are they not hitting those pages? Those sorts of things I think are really valuable. And just like I said, taking the holistic step back, looking at the data and going, well, maybe this means this or maybe it means that I need to dig deeper and grab the next piece. So a lot of times it frankly just takes another set of eyes to look at some of these things too. It reminds me of... I'm going to butcher the story. Have you seen that story about the World War II plane... Survivor bias, I think it's called.

Dustin Burleson:

Cool. Yeah.

Ted Koziel:

Yeah. So the idea being that planes were coming back from World War II with bullets in them, and they would decide, "Okay. Well, where the bullet holes are is where we should add extra armor," and a smart person in the room, once again, I'm bushing the story here. But it was like, "No, no, we should be looking at where there aren't bullets because those are the planes that didn't come back back." So it's hard to sometimes judge your website when it's the only website you've looked at or it's your website. Like I said, regionally things can be very different. Your competitors can change the market landscape. You can change the market landscape. There is no one size fits all.

Dustin Burleson:

Yeah. Can you talk about maybe some parallel examples? I always wanted to look at in my market, what's a really good med spa doing? What's a really good dermatologist doing? What are even a tutoring center for affluent parents? Those were our similar market target for orthodontics. I mean, moms spending money on private golf lessons or the same moms putting their kids in braces. Are there things you would look for outside of orthodontics? I know you guys do, but maybe highlight some of those things because you turn us onto a few and Tia at Socius... I mean can't remember when it was, but we ranked once when you searched for Invisalign cost. We were actually the answer that came up above all of the paid search which was really cool. We were very excited about that, but I think we learned some of that stuff from outside of our industry. It was the point I was trying to make. So what do you guys look for in other good sites, or what should we be looking for?



There are many metrics you can use to test your site like speed checkers but that can be deceiving because a video might slow down your site but it might make that page more effective. The ultimate goal is for your website to convert prospective leads into new patients, so is it converting or not?

Ted Kozel:

Yeah. So a lot of our history, Socius's been around since 2008, and we've actually worked with hospital systems for a very long time too. So there's a huge emphasis there, frankly, on content because the idea is look, you know where your hospital is, but it's about attracting potential staff and people that can continue to grow their presence. So there is definitely some things to learn from medical. I would say if I was to look at different channels or different verticals where I see a lot of mesh between dental, it falls under a lot of stuff that is what I would call non-insurance driven. So yes, med spas. I pinpoint it down to there are things that sometimes you make a decision not based on insurance. Urgent care falls under that. If my kid broke their arm, I'm looking for the closest or I'm looking for the best, I'm not going to Blue Cross and Blue Shield and working through that first.

I think with dental, it's to some extent the same thing. I could get a cleaning down the street, but I'm going further for a specialist. If I need a cardiologist, I'll leave the state. That is not going to be driven by location and some of those things. So there's definitely a shift. You've seen it happen first in the service industry where they're going after more traditional leads, like the home improvement space where it's definitely built for a lead aggregator setup.

And I think Google has shifted some of that. And you may have seen ads are like, they were called local service ads Google guaranteed. So they've adjusted that and started to roll it out in dental in some states, law in some space. And it's a similar to an Angie's list feel where it's authenticated by Google to be somebody trustworthy. So they're always trying things and always playing things. And Google has their finger on their pulse for sure. And when I say Google too, this also then falls for Facebook and Bing and those things. But Google's the gorilla in the room that's probably listening to this conversation anyways.

Dustin Burleson:

Transcribing it live. I'm actually a Googlebot. I'm not a real person. Let's talk about timeline. I know some docs, it's the first thing we do when we get a new client is we go Google them. We go try to figure out who they are, where are they located, where do they rank on hopefully the first page or if not, and then we go to their website and I mean, it's unfortunate, but if they're not a Socius member, not a client of yours, the websites are usually too old. They're not mobile friendly. So let's say someone's listening to this and says, "Okay. I get it. We've got to match the office

experience with the website experience," and that's another topic, but it's so often you see this beautiful orthodontic facility and these amazing staff and this board certified orthodontist, and then their website looks like nothing. It doesn't match the experience in the office. But let's say someone does want to fix their website, how long does it take to get one bill? How long does it take to start to get SEO results? And what's realistic in your eyes?

Ted Koziel:

So I think we used to, in Socius as history, used to just build the site and then start doing SEO and it worked, but frankly, it was harder for the clients because they're waiting for something so long. And I'll be honest with you, building a new website doesn't necessarily make anything better. It's just prettier. If it's pretty and still buried on page five, there's a problem. So we have shifted to essentially starting SEO at the same time and started to build out some of this content plan even while we're building the site. So typically I would say we can do a semi custom site in eight to 10 weeks, depending on turning in assets and things like that.

When it comes to SEO, like I said, we start that right away, but we've always been a big proponent of, look, you can do SEO just for the sake of doing it to make Google happy. And that's important. But I think as a business owner, we also need to move the needle and get some business. So I'll use my big city example again. If you are in Atlanta, obviously there's going to be a lot of competition to compete in Atlanta. So what I would probably suggest is taking half of your SEO efforts towards focusing on Atlanta and chipping away at it because it's going to take

time, and then let's go for some easier wins in the city's towns and villages around there so you can get some of these more immediate wins. That's the way I approach it, like going after Buckhead, which is a smaller section than trying to tackle Atlanta as a whole. It's going to take time, it's hard to do.

And then with your services, that's where we want to partner with you as a business owner and go like, look, what's the most important procedures or services you want to provide so we can start targeting them because I want your business to be successful? So the goal is we can start bringing some stuff in the door while we're chipping away at the harder stuff, which is going to take time because it's like, well, just because you wanted to start doing this SEO, like your competition's been doing it for a while too, and Google's not going to change overnight.

Dustin Burleson:

Cool. So eight to 10 weeks for a site, maybe six months or so for SEO, is that three to six months, is that safe?

Ted Kozel:

Yeah. I would think you should be able to start seeing things in a normal location between three and six months. Like I said, Atlanta's not happening overnight, but within three to six months, you're definitely going to see your rankings improve. And frankly, what I often see is that the website and the SEO experience is so bad that they don't even necessarily rank in their backyard. And that can happen a lot quicker because it's just been so poorly done from the beginning that you could live in a



Building a new website doesn't necessarily make anything better. It's just prettier. If it's pretty and still buried on page five, there's a problem.

small town and you're still not even really ranking there. I can't tell you how often that comes up.

Dustin Burleson:

I agree. And years ago it was, I mean, it's still easy in some markets because the competitors who are dentists and orthodontists aren't doing this, but today it's changing because there are DSOs and everyone's backyards who are doing it very right. They have the right metrics, they have the right budget. What should a doctor do if they've got a big competitor in their backyard? I know we can't nail down a number, but what are some numbers orthodontists can start to think about per month to invest in digital advertising? Because when I sit down with them, I see their budget. I'm like, "You're spending \$300 a month on SEO. You might as well spend nothing." What's a good budget? And then maybe what do we do if there's a new SEO or our new DSO competitor in our backyard who's doing it right?

Ted Koziel:

Yeah. So let's start with the competitor. Typically, and this isn't always the case, but typically what you'll see is yes, the DSO, if they have all of their brands or their locations under one location, they are going to have a pretty clear advantage because it's a gigantic site and you have somebody clicking in California and New York and Georgia, that's can be sometimes hard to compete with, but at the same time, that's a big battleship to move in some of these things. So it goes back to my point of like, yeah, they're going to have a leg up in Atlanta, but that's even more the reason to go after these little city towns and villages because frankly that big battleship doesn't necessarily know with a territory like that. So I would probably start to cherry-pick and guerrilla warfare around where they're headquartering or their locations are, because there's going to be some gaps in service. There's going to be gaps in locations. So I would definitely look at it that way.

Dustin Burleson:

Yeah. Let's talk about that because I do see there are some DSOs and SEOs doing it really well. Often they are using stock photography, the same offer nationwide, maybe a different color here, maybe a different logo there. And you get that feel that like, "This is very corporate." And then you see the local go-to orthodontist crushing it because it's all photos of their team and their patients, and they're at the 5K run and they're handing the big cheque to the PTA president, and that stuff works really well. Can you maybe speak to how do you do that? If you want to be that go-to orthodontist, do you need a full-time team member submitting content all the time into the

SEO-Beast? What's that look like for someone who wants to be at the top tier in their local market, especially if they're competing with a generic corporate competitor?

Ted Koziel:

Yeah. The way to do that is definitely to be the local expert, not just the big guy. And there's always going to be root for that. Anything that seems like it's dominated by, regardless of the industry, regardless of the product, there's always a boutique version of that or something along those lines where it works. The yellow pages still works for one guy in every city. He is the guy. So there's always a way to win some of this. The thing I would say first is, you can have a beautiful website with lots of photos and videos, but it could still be buried on page five. So you got to have some of the fundamentals working. But if you can get at least in the conversation and some of these rankings, which is doable because as typically as a specialist, there's not going to be as much competition as some other industries where you have so many.

But yeah, photos and videos showing the experience, non-duplicate content, meaning if you call your team superstars, that's how they should be referred to. The way of how I feel and what I hear when I walk into the practice should be the same experience you're getting from a website. And you may not have that ability to do that right away, but stock imagery and those things can act as a filler and just think of any image as a rectangle that can be replaced with something else. So you can start to build towards the stuff that makes more sense. Now, from a local execution level, I do think you probably need somebody to at least run point on this project. And



From a local execution level, I do think you need somebody to run point on this project. And what I would not recommend is just giving this project to the youngest employee that happens to have all the social media apps downloaded on their phone.

what I would not recommend, and you see this a lot, and I apologize if this offends anybody, is just giving it to the youngest person that happens to have all the social media apps downloaded on their phone that shows that they know how to use, it doesn't necessarily mean that they're the person that should be in charge of it. They may be perfect for it, they may love it, they may want to do it, but just because you see somebody on their phone doesn't mean they should be your marketing coordinator or something like that.

Dustin Burleson:

That's a great point. Can we talk about budget? So I get this question a lot. Well, I'm spending X, that's more than my friend in Tulsa, and I'm like, "Yeah, but you're in Atlanta." So let's talk about the fact that it's truly is an auction and as far as Google ad and display network and then social media. I know you can't give a specific number. Let's just maybe dance around the edges of what's realistic because when I drop the number on people, usually the market managers on Socius are going,

"Yeah. That's what we need to get results." And the orthodontist, it's like I have to prop him up because he's about to fall over. Let's just dance around the edges of budget.

Ted Koziel:

Exactly. And it's a reasonable question. It's a reasonable concern, and I would think about it this way. The first thing I would say is we are living in a world now, where paid media should be bucketed together under one bucket. We used to be really like, we'll spend \$500 on Facebook and 4,500 here. You need some flexibility because depending on the week, the day, the month, you want your paid budget to do what's working best. And the whole idea of this ad thing is it's not a crock pot. It's not set it and forget it. You have to make adjustments. So that's the first thing I would say.

The second thing would be, look like you said your \$300 budget or something like that, Google Ads ultimately break down, even though you have a big number, if it's \$5,000, if it's \$10,000, it's still ultimately going to be broken down per day. That's how the options work, and it's the way you budget it and look at things. So whatever you're doing immediately divide by 30 because that's really then what you're playing with, and that number looks far less impressive when you divide by 30.

The next thing I would say is you got to just think about this as marketing, when you start is an educated best guess. We have done this probably thousands of places, and there are still things that need to change over time, and frankly, you need enough at bats to figure out what's working or not working. If you're only spending \$300 a



Google Ads ultimately break down, even though you have a big number, if it's \$5,000, if it's \$10,000, it's still ultimately going to be broken down per day. That's how the options work, and it's the way you budget it and look at things. So whatever you're doing immediately divide by 30 because that's really then what you're playing with

day, you're not seeing enough information to make a decision. If you had one person come into your office and say, "Hey, I hate the paint color," you wouldn't paint it differently. But if you had 1,000 people come in, 1,000 people come in, it's time to change the pain.

There's just not enough information typically for anybody to make educated decisions. So I think that's really important. So setting a budget, a lot of it's going to be determined by the number of people searching. So the larger area you are is going to be more expensive, the number of competitors, all this drives the number of services you're going after. And then frankly, also how expensive the service is. A dental cleaning is going to be a lot cheaper lead than All-on-4 or a dental implant.

And you should probably be happy about that because an All-on-4 case is 30 to 50 grand a cleaning, you may lose money on it depending on the insurance, but finding that what's our threshold? What are we trying to get out of this

patient? What are we going after? That's one of the other big things is you want to put this, prioritize what types of procedures you're targeting. If it's just new patients, like I said, your budget's going to be completely different than a certain number of ortho starts or a certain number of dental implants and the time it takes to close those are going to be different. So think about how valuable that case is, how valuable is that hour in the chair to you? And that helps to figure out how many patients you need to get or how many you want to get.

What I say this is ultimately, it's funny, every person I ever talk to swears that they don't click on ads, yet it all works. It continues to be a great money maker for Google. It continues to move the needle for practices and businesses across the world. It's just a lot of places you've had a bad experience at a dentist. It doesn't mean they're all bad.

Dustin Burleson:

Yeah. Can we talk about objective based budgeting? Because that's something I've seen where listen, well, we're going to spend 10,000 bucks a month, but they're trying to do a big Invisalign promotion. They're trying to do a live event, they're hosting in the community, and then they also want to use some of that budget for hiring on LinkedIn. And I'm going like, "We've got to pick and choose."

Ted Kozel:

Yeah. I think it's important to make sure you have your buckets lined up in ads, and we do this. You could even may potentially have to protect your brand name and bid on your own name if your competitor's doing it. Well, that

should definitely be in a different bucket because if somebody is clicking on your name, you're probably going to win that conversion, and it would be unfair of me to count that towards the conversions. So I think you probably should say, look, if the budgets... I'll just reach around numbers here. If it's \$10,000, we're going to say about 2,500 is an Invisalign and we're going to put five grand here.

But once again, if Invisalign's doing really well, you want to be able to have the flexibility to go, "Look, maybe we didn't get as many dental implants, but let's not just shut it off. If we can drive more of these, we're killing it this month." So I think it's more about just what you don't want to do is just dump money into one big bucket. There's buckets and buckets and buckets to make sure that you are getting the attribution you're looking for.

Dustin Burleson:

Are you all comfortable with doctors, at least our members, setting the budget quarterly and then monitoring monthly? The other thing is some people never check their analytics accounts. Some people are watching it hour by hour. Where's the safe middle ground there?

Ted Koziel:

Yeah. I would say just in general, I wouldn't change budgets more than once a month because I can't understand too, because this is the only lead source. Once you haven't locked in, you can turn on and off a faucet. You can say, "I need 10 patients and I know they cost this much. I'm going to dump in this money and I'll get it." So

it stands to reason that you lose the office manager and need to slow down. Doctor's taking a two-week vacation, it needs to slow down. But once again, you don't want to be necessarily be making these changes on a weekly, daily basis. I wouldn't be adjusting anything more than a month, but I would say, you want to look at this probably on a quarterly basis.

Dustin Burleson:

Cool. What should we do? Because we did this in our business when we first started to learn about back when the days when Facebook clicks were like 30 cents and we pushed a lot of people to the phones and then we didn't have the capacity to schedule them. How important is it to get the administrative and the phones team and the TCs all on board? What do you recommend? Because you really can dial it, and it's something I don't think a lot of people truly understand. If you increase that budget, you will get phone calls, but you might not have any place to put them, I guess is what I'm trying to hint at.

Ted Koziel:

Yeah. I will ask this a lot of a practice that they'll say, "I want 100 new patients." And it's like, "Okay. If I do that tomorrow, is it going to break the office?" And they're like, "Yeah, so maybe we go 25 per month while we're ramping up." I think probably one of the big things is you definitely do want your staff to know what's going on primarily because it's a very different type of lead. With a referral, that's the holy grail. Those are the important ones. You could hang up on a referral and they will call you back and apologize. With a marketing lead, they don't know.



One of the big things is you definitely want your staff to know what's going on, primarily because it's a very different type of lead. You could hang up on a referral and they will call you back and apologize. With a marketing lead, they don't know and they have no incentive to be kind to you or to show up for their appointment.

They have no incentive to be kind to you or to show up for their appointment or to answer the confirmations.

And even as a doctor, you need to know when you're going to talk to this new patient, give them more time than you would the referral because you are trying to take a cost of this patient, referral is zero. You're trying to make sure that what you invested in this, that they come back and continue to, we're business owners, you want this to turn into recurring revenue and turn into regular patients. So I think everybody needs to be on board, and you should identify if somebody is a new patient, it should be crystal clear where they came from to everybody who interacts with them in the office.

Dustin Burleson:

Cool. Can we talk about retargeting and then some of the amazing things AI does help you all do with testing different headlines? Let's start with retargeting. What is it? Why should we be paying attention to it?

Ted Koziel:

So you can get lots and lots of people to your site through lots of different channels, and they're not all going to convert. It's going to be, frankly, even with a really good company, it's going to be a low number because there's lots of people doing lots of research. But just in the same way that when I was looking for a new pair of Nikes, all of a sudden I saw Nike everywhere on every other site I went to when it was showing the shoes I wanted at a discount and things like that. And I'm not suggesting from a discount standpoint, but the idea here is Google understands that, look, you may want to get a second crack at these people. And as a practice, you guys need to understand too, that a lot of times when it comes to these procedures, they are searching for the procedure because somebody has already told them they need to have it done, which means that the person who did it the first time was either too expensive, they didn't trust them, timing was wrong, something like that.

So it's not out of the blue. They're necessarily looking up some of this stuff. Sometimes they are, but a lot of times because they're doing the research, because they know they need to get it done eventually. So you're trying to convince somebody to do something that already told the other guy, no. So you really do want to chase them and win them over. That's where you can start to really show things like focusing on before and afters, and that's where video comes into play and building that trust and credibility of the culture of the office and things like that. So where you can chase them and continue to wear them down over time. It's great to hit home runs, but you got to

understand that you got to chip away at some of these people. And that's what Google can do for you basically.

Dustin Burleson:

It's a great tip. We've talked about video a little bit. Let's maybe dig deeper on that. We had a member in Italy who was getting tremendous results having explainer videos at the top of each page, so about dental implants or scaling and replanting. He's a periodontal surgeon. So we did that. We had different videos on the pediatric side. This is what fluoride is, this is what nitrous oxide is, this is what dental sealants are. Do you video on each page? Do you like to specify maybe a handful of big procedures? What are your thoughts on video? And then for the geeks out there who are trying to figure out, should I host it on YouTube, should I put it internally for loading fast, what are some tips there?

Ted Kozel:

I would definitely say check your speed as you're putting videos on, because it's going to bog it down. But I would say yes, you want to ultimately make sure things are connected to YouTube because Google owns it. The more you play with Google stuff, the more they learn about you, the more they like you, those sorts of things. I think videos are incredibly important, but there's two ways that they're going to be used. There's conversion and then there's the search piece of it. So nobody is going to search for who's the dentist for the Kansas City Chiefs, but if they see the video on the site, that is a conversion piece. So if you're going to use it for a search, what are dental sealants? I would make sure that you are still tying this in to a location based, because what can tend to happen is



With retargeting, you're trying to convince somebody to do something that already told the other guy, no. So you really do want to chase them and win them over. That's where you can start to really show things like focusing on before and afters, and that's where video comes into play and building that trust and credibility of the culture of the office.

you could have something go viral in terms of getting a lot of traffic to it, but if you are in Kansas City and people in California are clicking on this, it's not really helpful because they're going to leave really quickly when they realize it's not who you are or you're not a potential practitioner for them. So I think it's a good explainer, but make sure you're still doing this with the idea of the geolocating the content and who you're trying to target.

Dustin Burleson:

Yeah. So there's a really fine line to walk there like, "I had 50,000 people watched my video on flossing." I'm like, "Great, but how many were in your backyard as a potential patient for you?" I see a lot of time and energy invested in video that could be done better, I feel like.

Ted Kozel:

Yeah. That's another big part too. Video can get very expensive and when you do it well, but the stuff that looks

good, looks really good, and the stuff that looks bad, looks really bad. So you need to find the checks and balances there that maybe not every page needs to get done, or we are going to do this once a year and work on what topics to add to the site, things like that. If you are not careful, you can definitely screw up your results.

I have a client in California that had a blog that had a really obscure topic about, I want to say it was about flossing, and you could see their search volume ramped like this because they were getting all these clicks and they were getting calls. They're in California and they're getting calls from New York, and they're like, "Why is this happening?" And then people start to leave and you saw their traffic tank to below where it was before because you have people leaving the site and drives going like, "This isn't for me." So you got to be real careful with that.

Dustin Burleson:

Yeah, great point. Let's talk about communication. I hope we beat it into our member's heads that I had a client who said, "I got a quote on my website and it's just too expensive. I'm going to build it myself." And I thought, "Man, we've missed the point here." But I'm assuming most doctors are not going to try to build their own website and learn how to become SEO certified and do all these things. Some do and whatever.

Ted Kozel:

I mean that kills me because it's like, look, my teeth have been in my mouth far longer than you've seen them, but I understand a specialist does a better job than me.

Dustin Burleson:

Yeah. I feel like 99% of people listening to this are going to be like, "I get it. I have to figure this out." We touched on someone in the office should run point on this, but how often should they be checking back in and what type of communication should... Whether they hire associates or not, probably in my opinion, it was the most important closest relationship we had was literally checking in all the time. Our manager was Tia just checking in, what are we doing? What are we missing? How many phone calls? So it was every Saturday morning I would get a report from associates on this is what's happening with your phones, this is what's happening with leads. And it was all automated. It was great. So for me it was every week. What do you think for the average orthodontist who's probably not as crazy as I am about marketing, how often?

Ted Kozel:

Yeah. I would say you definitely want to set a standing meeting with your account manager and do that at least monthly. I would say monthly, because some things are very hard to move the needle on in a month timeframe anyways. But I would say you want to have an actual, actual meeting monthly. We give 24/7 access to the dashboard too, so you can look at anything at any point. But using my analogy again, it's like if you're just looking at the data, if I just have my teeth in my mouth, I have a very limited skillset set into what I know or what I've seen. So a good agency is there to help you interpret data, not just reel off the numbers because you can read them, but that's where you go, "Your bounce straight's at whatever, 47%, totally normal. You're falling in this range

compared to these people." It should make you feel a lot more comfortable.

And if there are things that are changing, staff member needs to get removed quickly, somebody needs to get deleted, passwords or things like that, or you have something come up, there's all of a sudden you've added a new manufacturer. Yeah, you should be able to reach out to your person at any point. I think it's important too to understand that there are things that need to be changed right away versus things that can be corrected over time. I've had people go like, the website's done, but they don't want to launch it because they're waiting for a new photo of the office manager. And it's like, "Why are we killing the opportunity for Google waiting for one thing that we can change? Your website isn't evolving a thing." You're going to change manufacturers, you're going to add products, you're going to add offices, you're going to close offices, things are going to happen. So just keep moving forward. Just keep swimming.

Dustin Burleson:

Yeah. One of my most looked forward to or anticipated meetings was getting to meet, because I think one of our best postcards, Tia came up. The marketing and account managers are really smart people who if you're just once a month in the habit of getting onto Zoom or even on a phone call and saying, "Hey. We're doing this community event, we're going to be sponsoring this food and wine festival, what do you think?" And they'll have great ideas for you. I just think it's a wonderful opportunity that's often missed by a lot of doctors because I will routinely, if they... I usually get a call when there's like a fire. We call it

red light, yellow light, green light. If everything's good and green light, just read the stuff we send you and send the question. Yellow light's like something's not working about.

Usually I'm on the phone for red light situations. Something big has happened. And I'll say, "All right. Well, let's look at the website data. Give me your profit and loss state. Let me see what's going on with the business. Let's pop the hood." I'll say, "When's the last time you talked to your account manager at Socius?" And it's like cricket's chirping. Maybe a year they haven't. They are Like, "Should I be doing that?"

Ted Koziel:

Who is that again? Yeah.

Dustin Burleson:

So I always loved it as a chance to bounce ideas and get someone outside the business who's an expert in marketing to look at it and say, "Well, we're doing this with our client in San Diego, or this client in Chicago tried this. Why don't you try that? And now we'll suddenly have a new way to approach that community event. Or we didn't think about social media, we weren't thinking about the email list. We never thought about sending a little postcard to existing patients and referring dentist." So I think it's a big value add.

Ted Koziel:

For sure. Like I said, it's your business and ultimately you make those calls on what you want to do or not do for marketing to the signage, to what color the scrubs are that

people wear, those sorts of things. But like I said, it's my mouth too, I would hope that with the amount you have seen, that you could make a better judgment on what to do or at least contribute to the conversation more than I can.

Dustin Burleson:

Yeah, it's a huge point. I'm so grateful for you guys. You do so much for our members and doctors and we all get to learn and benefit from it, particularly as now we can see which ads are converting and which ones turn into new patients. I'm really excited with some of the stuff you guys are doing with Greyfinch and some of the other software developers. Where can people go to learn more about you? Any parting words, advice, things to do or not do? I'll turn it over to you.

Ted Kozel:

Man, yeah. I would say anybody wants to talk. You can always reach out to me, I'm happy to:
tkozel@sociusmarketing.com. I'll give you my cell phone. However, anytime anybody's willing to chat, I would say it is critical to get the analytics thing changed over. You got to get that done because otherwise it's honestly going to be starting over, or you're guessing at what work you want to have as much data as possible.

The other thing I would say is, I think I've mentioned this before, your website and your marketing strategy should continue to evolve. So you need to have conversations with your team, be it internal or with an agency to go through, look, where are we going? What's the goal? If you're a multi-location, how many more offices are we

trying to get? There's things that some people need to know, and your marketing team is definitely one of those. Be it, like I said, internally or an agency. I want to know if we're one location and you're going to be 10 by the end of the year, because that changes how we're building things in the beginning and what we need to look at.

So just being open and honest and acting like... A vendor with your digital strategy, I think is a little different than potentially a printer or something like that, because a lot of it is taking direction from you. With a digital agency like I said, so much touches your website and your online presence that they got to be in the loop and got to be a part of what's happening.

Dustin Burleson:

Yeah. That's awesome. I'd like to send this out and fast track this because of that big Google update. So if you're listening to this, it's probably because we sent it to you as an alert, and we'll put information on this landing page below the video so you can click and get over to Ted and his team. So Ted, thank you so much for doing this. It's always an honor.

Ted Koziel:

Yeah, absolutely. It was a pleasure to be here.



[Click Here](#) to Learn More About Socius Marketing.

This transcript is intended for single Burleson Seminars Members and not intended for distribution. If you would like to distribute these in your organization, please contact support@burlesonseminars.com. For individual memberships, please refer friends and colleagues to join at TheBurlesonReport.com

**ASK THE
EXPERT**

DUSTIN **BURLESON SEMINARS**



BurlesonSeminars.com