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Getting personal with big data in dental digital marketing

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Big data and online marketing sadly often conjure up images of large databases and generic messages aimed at the masses. Some of critics mention how impersonal technology has made us. I would agree with a lot of those critics. But it does not have to be that way. There is an opportunity in every challenge. We can harness the power of big data to make dental digital marketing more human and more personal than ever. Big data can help dental practices to connect with potential new patients on a personal level. Just about every business today needs to have a well-designed website, but that is really only a starting point. Big data opens up the possibility of leveraging any website more effectively by connecting in better targeted and more appropriate ways to particular visitors, leads, or patients. Many of us have already realized how important it is for a website to use web analytics tools to collect data about visitors. However, such tools too often collect raw data that grows exponentially without actionable information. It takes qualified humans to properly apply the right filters and analyze that data. We can learn a lot about who our visitors are. We can market to their particular taste and preferences. We can cultivate relationships through the use of retargeting techniques. We can target potential patients as humans instead of faceless numbers. Big data allows us to move away from the generic and get more human and personal.

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