



In this issue of Modern Dentist, we hear from **Shaz Memon**, Owner and Creative Director of Digimax Dental. The world's highest rated marketing agency that specialises in helping practices to stand out and grow in an increasing competitive market. We spoke to Shaz about why he set up Digimax Dental but also why it is important for practices to have an outstanding online presence in order to attract and retain patients.



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MASTERING DIGITAL MARKETING

Q How was the concept of Digimax Dental brought about?

A Going back to high school, Digimax was a name I came up with in Maths class. This was merged from 'Digital Design' and 'Maximum Effect'. Digimax Dental, an arm of Digimax, came about in 2004, when I first started working with dental practices. The brand was started after I quickly realised that marketing for dental practices was unlike marketing for any other non-dental business. Practices needed help promoting 'outcomes' instead of services.

Digimax Dental is situated in Marylebone, London and has a team of dental web designers, SEO experts, branding specialists and graphic designers. At Digimax Dental, we have a vast amount of marketing experience in order to help create solutions for dental businesses – we want practices to be able to stand out to their target audiences and grow using digital marketing. I work as a designer in my own company – every design that leaves Digimax has either been seen by me, or I have personally worked on it.

Q What challenges and opportunities did you face when you first created Digimax Dental?

A The biggest challenge was the amount of knowledge about dentistry that was required from both a dentist's perspective and a patient's perspective. Short of studying for a BDS, I spent a lot of time with Principals who were happy to transfer their knowledge to me. I was able to sit in the practice, see consultations and witness the patient journey to understand how dental treatments needed to be marketed.

Failing a few times was a challenge for me, as I wasn't used to negative feedback --- but this is what has made us so strong today. It was incredible, how something that was traditionally seen as a 'needs based' service, was now changing lives and the confidence of patients throughout the country with the emergence of cosmetic dentistry. I remember seeing a patient after they had their teeth aligned, and cosmetically enhanced with whitening. She was beaming with confidence and excitement and almost in tears of joy with the outcome!

“Poor design has unfortunately become a trend in Dentistry. We are changing this, one site and brand at a time”

Q What are the first steps to creating a brand and website for a new dental client?

A Every practice already has a brand, a personality; a way patients are made to feel when they visit. At Digimax, we encapsulate this into a brand identity which resonates with what the practice stands for today, and intends to stand for in the future. There are a lot of questions involved, which ultimately help us produce a beautiful and powerful outcome. Once the brand identity and visuals are in place - we study the treatments the practice offers, the current target audience, the future target audience, business goals, what the practice is currently doing well and what goals it may have - we pull to the surface all the ‘purchase beacons’ onto the homepage that the practice’s ideal audience wants to see. At Digimax we are proud to have the lowest bounce rates on our designs – this has come about by taking a visionary approach to design, instead of a short sighted approach, which solely relies on the principal’s colour and image preferences!

Q Why is it becoming increasingly important for dental practices and businesses to have an online presence?

A It’s not unusual for many of the practices we work for to only have online marketing as a way of attracting new patients (that have not been referred by other patients). I don’t want to state the obvious, but patients of today look for practices on Google! Future proofing a practice’s patient flow can only be done from having an excellent in-house patient experience

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and journey, backed by consistent online exposure from an incredibly powerful, high converting dental website.

Some dental practice location searches total over 2000 a month in Google alone. I believe everyone already understands an online presence is needed, it’s how you go about this that is so important. An online presence alone is not enough, a presence that converts visitors into patients is what makes our ‘Success Formula’ at Digimax so popular.

Q Why are online first impressions so important for a practice?

A Patients decide within five seconds whether they want to stay on your website – or not. After all the studying, training and investment that a practice makes in its business, if a patient has made it to your site – it would be a huge shame to lose them as a result of poorly executed design. Poor design has unfortunately become a trend in Dentistry. We are changing this, one site

“The most successful practices I have ever worked with do one thing really well, make people feel special”

and brand at a time. By poor design I don’t mean a design that doesn’t look good. This is part of the problem, there are a lot of good looking websites. The problem of poor design comes down to a design that doesn’t convert the maximum number of visitors into ones that wish to enquire at your practice. Each person is wired differently, this is why the biggest brands are constantly evolving their sites and messages, online and offline to ensure that if 1000 people visit a site, the largest % of that number want to make contact or transact with that business.

Q Why is it important for dental practices to stand out from the crowd in this competitive market, and how can dental website design help to do that?

A There are so many dental websites that just look the same, don’t you think? What makes us unique is that we also serve



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some of the UK’s leading non-dental brands, which helps us infuse a fresh approach to dentistry. Taking a custom approach to branding and website design is the only way to stand out from the crowd. Say no to stock templates and stock designs. A single treatment plan is not one size fits all, so your branding and site design certainly can’t be. If it is, you will ultimately lose patients that you didn’t even know you were losing.

Q What advice would you give to dental practices looking to attract new patients?

A Start of by looking at the design of your website. At Digimax, it’s undisputed that we build the world’s most powerful website. If we cannot work with you due to exclusivity agreements, we will give you free advice where we can. Before you even look at marketing to new patients, you must ensure your site is going to convert the maximum number of those patients when they arrive. There is no point pouring more water into a leaking bath tub!

Q Why is it important to engage with patients both in the real world but also online?

A The most successful practices I have ever worked with do one thing really well, make people feel special. They offer a concierge approach and communicate phenomenally well. Referrals are the biggest free source of new patients for any practice. We will not work with poorly organised practices, as no amount of online marketing can help them. Referrals will also reference a website, and at that point they are still deciding if they should visit – or not.

Q What does 2019 hold for Digimax Dental?

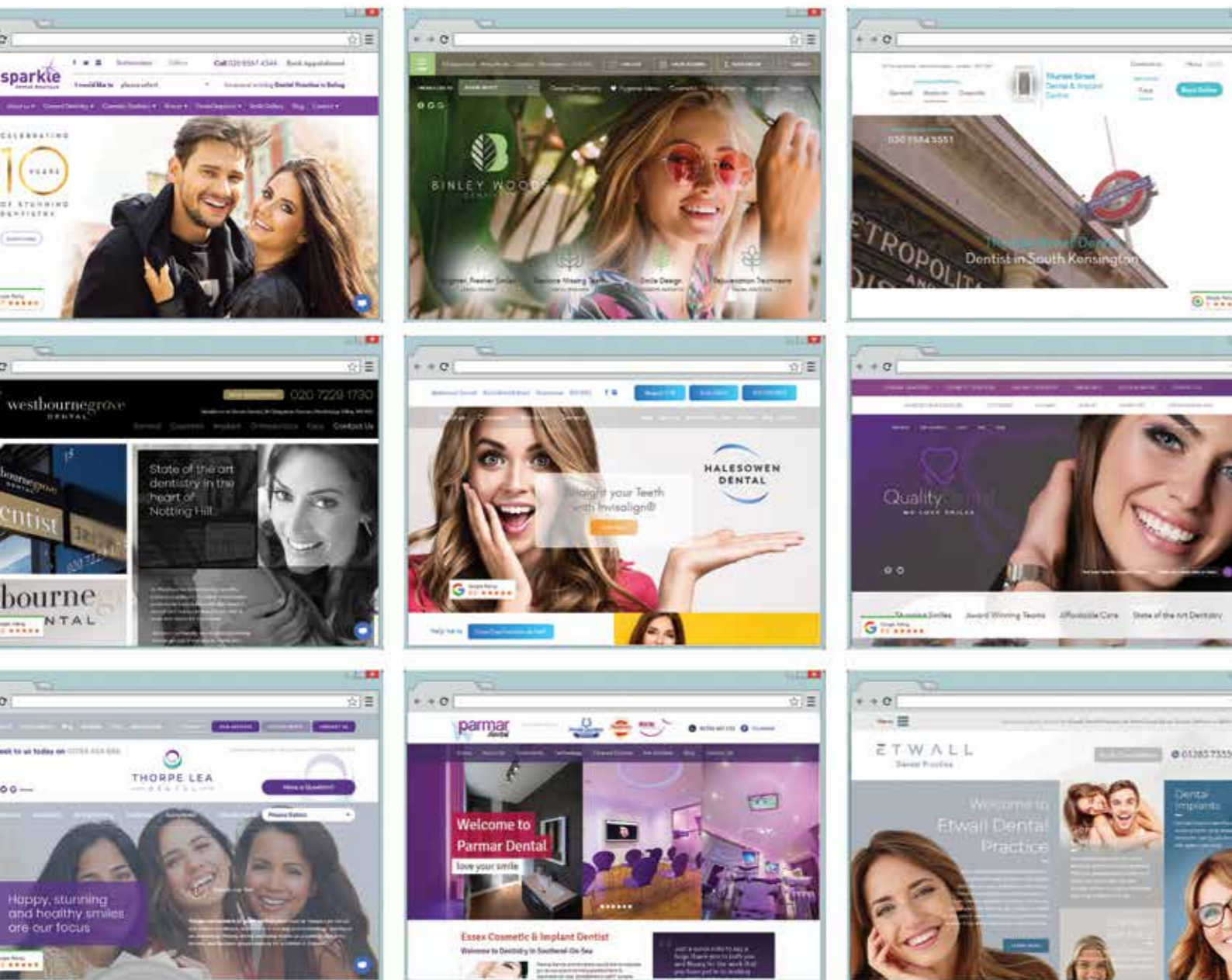
A Digimax has been growing at a phenomenal rate. We receive over 120 enquiries a month at present, of which we only agree to work with five clients a month. This has produced a three month waiting list at any one time. This year is about continuous

improvement in our product offering, and helping practices grow through further enhancing websites. We intend to enter more awards, following the win of Customer Service Provider of The Year 2018 at the dental industry awards.

Shaz Memon
is the Owner and Creative Director of Digimax Dental.



The worlds highest rated dental marketing agency
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WINNER
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Watch our film to learn more www.digimax.dental

Dental Website Design High Google Rankings Social Media Branding

Stand out from the crowd



Speaking to **Dr Kev Patel**, Bond Dental, we found out why he decided to use Digimax Dental to help create his brand and establish an online presence different from other dentists in the market.

Q How has Digimax Dental enabled you to grow as a practice?

A Digimax Dental has been fundamental in the growth of my business. As I am based in Central London it is a very competitive market. They know how to attract attention in a positive way.

Q How did Digimax Dental help you to establish your brand identity?

A After deciding on our practice name, Bond Dental, the Digimax team helped create a brand and style that fitted well with both the name, location and the type of patients that would be attracted to our clinic.

They really involved us in the decision making with back and forth emails on the designs, layout and content.

Q Why is it important to have a large presence online in this day and age?

A Online presence was a 'no brainer' for me as a growing business. Online presence is key, with a lot of the public being time poor, they quickly turn to the internet for reviews and images. A website and a social media presence are important to attract and inform potential patients of all ages.

“ Our brand is strong and that is the key if you want to be remembered **”**

Q Has there been an improvement in retention and gathering new patients?

A We have had big increase in new patients. Our brand is strong and that is the key if you want to be remembered.

Q What is it like working with Digimax Dental?

A The Digimax team are awesome. They are an extension of my Bond Dental team. It is particularly great as they are a one minute walk away in Marylebone, London. Very approachable and extremely friendly. I would not go anywhere else!

Dr Kev Patel
is the Principal of Bond Dental.

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Digimax Dental

We are an award-winning Dental Marketing Agency based in Marylebone, London. We have been helping practices Stand Out and Grow since 2003. Our team consists of dental web designers, SEO experts, branding specialists and graphic designers. From website design, social media, through to digital advertising and printing – at Digimax Dental, every marketing need for your practice is catered for – requiring minimal input from you.

We have a deep understanding of dentistry from a patient and dentist's perspective and know what is required to make your practice marketing a success. We apply the very best design talent to produce work proven to convert patients.

Our clients tell us our work is unique, and they have seen nothing like it in dentistry. Our solutions are never one-size-fits-all – we strive to be better every day and produce unique work that makes you stand out from the competition.



DIGIMAX | DENTAL™

Watch their film at:
www.digimax.dental