

THE MARKETING MIX THAT WORKS

A COMPREHENSIVE MARKETING MANUAL TO HELP
DENTAL OFFICES GROW

by Jonathan Fashbaugh

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This book is based on the author's professional experience in marketing and years of working with dental practices. It is intended to provide general information, strategies, and perspectives to help dentists make more informed decisions about marketing and business growth. Every dental practice is unique, and outcomes will vary. The strategies described here should be adapted to fit your specific circumstances. This book does not guarantee specific results and is not a substitute for professional financial, legal, or business advice. Before making major business or financial decisions, consult with qualified professionals who understand your practice's individual needs.

ISBN: 979-8-9934466-0-8

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INTRODUCTION

THE NUMBER ONE QUESTION that dentists ask me is “How much should I spend on marketing?” Like patients who ask about cost and insurance because it’s the only question they know to ask, dentists usually ask about cost and money because it’s the only thing they’re certain about: “This is going to cost me money, so I need to know how much.”

So, I’ll just tell you: a successful marketing campaign will probably cost you between \$3,000-\$6,000 per month.

Now you’re probably thinking, “Well, how can you say that? And what do you mean exactly? What’s that covering?” et cetera, right? All valid questions, but how about, “How much money is that going to generate for me in return?” I almost never hear that question.

Money spent on marketing should be an investment that provides a return, but because of the radical changes in marketing over the past twenty years and the many unscrupulous marketing companies out there, dentists tend to feel like money spent on marketing is a pure

gamble. And marketing companies often have disclaimers that there are no guarantees of anything, so yeah, who can blame them?

Maybe you've tried one or two (or twenty-two) marketing solutions and you're wondering what you're missing. The websites you've had looked decent. Your last website probably looked great when you launched it, but I bet a short while later, another marketing expert told you that it was flawed and the only solution was to start over.

You trust one service after another to get the phone ringing.

Sometimes the new patients come in with a little more regularity, but the flood you hoped for never arrives, and before you know it, the steady trickle that got you thinking, "Maybe I found it!" has dried up again, leaving you on the hunt for another marketing provider.

When you ask around about the best marketing company, you get one referral after another of companies you should use, and it seems to be the same list of companies that you've already tried, or you've heard from an equal number of dentists who hate them.

You may have looked to the best and brightest dentist you know, curious about what they are doing for marketing. Their website looks *super* sexy and you know that they are just killing it. Or maybe, their website looks ten times worse than yours—maybe their kid made it for them—and yet, they're drowning in new patients!

Then you try to emulate that recipe for success and instead of a winning formula, you end up right back where you started. You think to yourself, "Ugh, maybe marketing is just a giant waste! Why does it work for other people and not for me?"

The Marketing Mix That Works

You're starting to wonder if anyone really has a clue. You shudder when you think about how much money you've wasted on marketing and you *really* try not to think about the hundreds of thousands of dollars that you've missed out on in patients who went to your competitor down the road.

I've been working with dentists for more than twenty years, and I've run a dental marketing agency for more than a decade. Before that, I worked for an agency that helped doctors in dentistry as well as plastic surgery, ophthalmology, and bariatric surgery. After working with hundreds of doctors, I've seen what it takes to be successful. I've also seen the pitfalls that can hold a doctor back.

You need a process that nurtures a new patient during their life cycle in your office to truly make any headway. The marketing mix that works, combined with an understanding of the sales and marketing loop I will share with you, will help you build momentum, making both your marketing and sales work better and better over time.

I will share easy-to-use tips, as well as more advanced ideas. Using them, you'll close gaps in your sales and marketing loop so you can consistently generate new patients. This will include how much you should spend on marketing and advertising. The answer of \$3,000-\$6,000 per month may have blown your hair back but stick with me. I also have another answer—a very different number—that may piss off some advertising professionals. The answer to 'how much should you spend?' may also be *zero* dollars.

Follow the processes laid out in this book and you'll also have a list of next steps. You'll feel more confident about your marketing

decisions, knowing which marketing strategies are most likely to get you a return. Use *The Marketing Mix That Works*, and your investment will be marketing money well spent.

ABOUT THE AUTHOR

JONATHAN FASHBAUGH is the author of many articles and books on a variety of subjects. He is the founder of Pro Impressions Marketing and the co-author of *The TMJ Trifecta: Solving Your Pain Puzzle*. He has written for Dental Economics, The Ortho Tribune, Inside Dentistry, Dental Sleep Practice magazine, and many others. He is also a novelist, writing books about fascinating characters who go through funny, exciting, and sometimes tragic events while they learn more about who they are. Follow him on Amazon, Instagram, and TikTok to learn more about when he releases new content and to find his current works.

Jonathan lives in the small town of Mansfield in the Missouri Ozarks. He and his family enjoy worshipping Jesus and exploring His world through homesteading and are avid board gamers. Jonathan and his wife, Amanda have been married for more than 20 years and have 8 sons.

