



Marketing

Agencies and platforms that build your website, run SEO, social, and paid ads, and bring new patients through the door. New to the category? Ask Mola — our assistant at search.dentaltechhub.com — to shortlist vendors for you first.

VENDOR	DEMO DATE	WHO YOU SPOKE WITH
<input type="text"/>	<input type="text"/>	<input type="text"/>

WHAT TO ASK ON A DEMO

TICK WHAT THEY SAY · NOTE · N/A

01 **What's the core service — site, SEO, social, or ads?** Doesn't apply

Most lead with one discipline even when they offer the rest.

<input type="checkbox"/> Website	NOTES <input type="text"/> <input type="text"/>
<input type="checkbox"/> SEO	
<input type="checkbox"/> Social	
<input type="checkbox"/> Paid media	

02 **Dental-only, or a general marketing agency?** Doesn't apply

Dental-specialist shops know the patient funnel; generalists don't.

<input type="checkbox"/> Dental-only	NOTES <input type="text"/> <input type="text"/>
<input type="checkbox"/> General agency	

03 **Full-service, or a single-discipline specialist?** Doesn't apply

Some run everything; a few do only SEO, or only social, deeply.

<input type="checkbox"/> Full-service	NOTES <input type="text"/> <input type="text"/>
<input type="checkbox"/> Single specialist	

04 **Is it done-for-you service, or software you run?**

Doesn't apply

Agencies deliver the work; platforms hand you the tools to run it.

- Done-for-you
- Software platform
- Hybrid

NOTES

05 **Do you pay monthly, or only per new patient?**

Doesn't apply

Marketplaces charge per booked or seen patient — a different model.

- Monthly retainer
- Per new patient

NOTES

06 **Who owns the website and domain if you leave?**

Doesn't apply

On a managed platform the site can be theirs, not yours.

- You own it
- Vendor owns it

NOTES

07 **Is call tracking and attribution included?**

Doesn't apply

Without it you can't tell which spend actually books patients.

- Tracking included
- Not included

NOTES

08 **Does it offer online scheduling for new patients?**

Doesn't apply

Marketplace channels often book straight into your chair; agencies may not.

- Booking included
- Lead handoff only

NOTES