



Connecting Patients With Dentists Through Online Videos

The term “dentist” was searched over 150 million times in Google over the last year. While there is a high demand for dentists, many are losing prospects to competitors with content that is more visually-appealing and engaging. So how do you give your practice that extra edge?

Videos can help. Not only do they show prospective patients how you differ from your competitors, but they also add credibility to your practice and explain complex procedures more effectively than text.

How Can Video Grow Your Business?

- ✓ **SEO BOOST**
Video increases the chance of a front-page Google result by 53x. *(Forrester)*
- ✓ **DEMAND**
Your patients want video. According to Forbes, 60% of people prefer watching video to reading text.
- ✓ **GREATER ENGAGEMENT**
Video generates 4-7x higher engagement and response rates than text. *(Forrester)*
- ✓ **HIGHER SALES**
61% of businesses say online video is the top converter for sales. *(Adobe Digital Report)*
- ✓ **EFFECTIVE COMMUNICATION**
Video communicates your message 5.33x more effectively than text. *(eMarketer)*



Successful Videos From Your Peers



Olympic View Dental



Austin Orthodontics



Dr. David Sherrard



Choose From Our Video Types



DENTAL PRACTICE PROFILE

Showcase your welcoming facility, new technologies and friendly staff by creating profile videos of your business. This is a great way to attract new patients and build positive rapport.



MEET THE DENTIST

Introduce your practice and expertise through genuine interviews with head dentists. By presenting a face behind your business, you will increase patients' trust and confidence.



PATIENT TESTIMONIAL

Increase time on your site and credibility through unscripted interviews with your patients. It has been shown that visitors spend 10x longer on sites with video testimonials!



DENTAL EXPLAINER VIDEOS

Manage patients' expectations by explaining various treatments and procedures performed at your practice. This style of video is also great for answering FAQs and teaching patients about regular dental care.

Why Choose i5 web works for Your Videos?

QUALITY

Professionally shot, produced, and edited in 1080p HD quality, and optimized for web and mobile.

CONVENIENCE

We come to you when you need it, anywhere in North America.

RESULTS

Measure video success with custom video players and analytics, included with every video.

SPEED

Videos delivered in just 14 days.

Contact us at **855-367-4599**
to learn more today!