



LINKEDIN ON A BUDGET

Three ways to leverage LinkedIn for no cost

As a small business owner, it's important to recruit top talent, find your peers and keep up with industry content online—and do it all inexpensively. LinkedIn, the world's largest professional network, offers many tools to help you market your dental practice online, and many of them are free of charge.

For example, you can create a LinkedIn Company Page for your practice for free. All you need to get started is a LinkedIn account and a verified email address. Your Company Page lets prospective patients and employees learn more about your practice, the people who work there, and your treatment philosophy.

Although LinkedIn also offers paid marketing services, you can start recruiting, networking and learning now with these free, easy-to-implement tactics.

1. RECRUITING

When you have a job opening in your practice, post it as an update on LinkedIn. Instead of paying for LinkedIn Recruiter, you can describe your open positions on your feed for all of your followers to see. In your post, encourage your followers to tag someone that may be a good fit for the position. This will give you immediate leads, and expand the reach of your post to that follower's feed as well.

One of the hardest parts of recruiting is establishing a fair pay rate for the job candidate. LinkedIn offers a free salary estimate tool that assesses the job title and years of experience needed for the role so you can stay competitive when hiring.

Outside of posting your open positions on your feed, you can search LinkedIn for the specific role and location you need. For example, typing “dental

assistant Los Angeles” in the People search bar yields more than 16,000 results. You can narrow down the results by filtering by dental school or previous place of employment. When you find some top candidates, send them a message, or use the introduction box when requesting to connect to explain why you're reaching out.

2. NETWORKING

The Companies search bar on LinkedIn can help you connect with peers, attend online networking events and get advice from other dental professionals. Search for the companies and dental experts you admire and follow them. You may be surprised how open others are to network with you on LinkedIn and trade tips on running a dental practice. Be sure to include a note in the introduction box when requesting to connect.

Another way to find like-minded individuals is by joining LinkedIn Groups. Use the Groups search bar to find other dental professionals who are interested in your specialty, marketing, technology, referrals and other related topics. Groups often post relevant articles and invite your comments to join the conversation.

3. LEARNING

LinkedIn gives you access to thousands of current articles and blogs by industry thought leaders. You can search for content on dental technology, business management, new products, conferences and more. Start by following companies and people in the dental industry or in business management who inspire you. What they post will show up on your feed, as well as content that they liked or commented on.

In addition, LinkedIn Learning offers a one-month free trial that includes:

- Unlimited access to 6,000+ expert-led courses on business, technical and creative topics
- Personalized course recommendations based on your current job, skills and what professionals like you are learning

- Anytime access from your computer or mobile devices
- Exercise projects so you can practice while you learn
- Progress assessments and quizzes.

LinkedIn has a lot of no-cost options for dental practice owners who want to expand their teams, their professional networks or their expertise. It's one social media channel that can help you achieve your goals without breaking your budget.

Find out how to expand your web presence through social networking. Talk to your Account Executive about the eServices offered by Henry Schein One that fit the needs of your dental practice.

Henry Schein One combines leading practice management, marketing and patient engagement solutions into one connected management system to help you improve every aspect of your business—and your dental practice. When your practice technology works as one, your team can work smarter and faster while improving each step of the patient experience. To learn more, visit us at www.HenryScheinOne.com.



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