



# Marketing

Agencies and platforms that build your website, run SEO/paid ads/social, and generate new-patient growth.

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

<p><b>01 What does the monthly fee cover, and what costs extra?</b></p> <p>Ad spend, setup fees, and extra locations often push the total 2–3x the quoted retainer.</p> <p> <input type="checkbox"/> Retainer only  <input type="checkbox"/> Includes ad spend  <input type="checkbox"/> Per-patient fee         </p>	<p>Doesn't apply <input type="checkbox"/></p> <p>NOTES</p> <input type="text"/>
<p><b>02 How long is the contract, and what does it cost to leave early?</b></p> <p>Long lock-ins with steep penalties are a red flag; confident vendors offer 30–90 day outs.</p> <p> <input type="checkbox"/> Month-to-month  <input type="checkbox"/> 6-month minimum  <input type="checkbox"/> 12-month minimum         </p>	<p>Doesn't apply <input type="checkbox"/></p> <p>NOTES</p> <input type="text"/>
<p><b>03 If we part ways, what do we walk away owning?</b></p> <p>Vendors often retain your site, domain, and ad accounts — leaving you starting from zero.</p> <p> <input type="checkbox"/> Practice owns everything  <input type="checkbox"/> Vendor retains assets  <input type="checkbox"/> Unclear         </p>	<p>Doesn't apply <input type="checkbox"/></p> <p>NOTES</p> <input type="text"/>
<p><b>04 How do you define a 'new patient' and how often do we review results?</b></p> <p>Vendors often report leads, not kept appointments — numbers that don't match your chair.</p> <p> <input type="checkbox"/> Leads/calls only  <input type="checkbox"/> Scheduled appointments  <input type="checkbox"/> PMS-connected tracking         </p>	<p>Doesn't apply <input type="checkbox"/></p> <p>NOTES</p> <input type="text"/>
<p><b>05 Is call tracking and attribution included, or a paid add-on?</b></p> <p>Without tracking numbers on every channel you cannot tell which spend is booking patients.</p> <p> <input type="checkbox"/> Included  <input type="checkbox"/> Paid add-on  <input type="checkbox"/> Not offered         </p>	<p>Doesn't apply <input type="checkbox"/></p> <p>NOTES</p> <input type="text"/>

06 **Do you work with other dental practices within [X] miles of us?**

Doesn't apply

Running identical strategies for a nearby competitor is a direct conflict of interest.

- Exclusive market
- No nearby competitors
- No restriction

NOTES

07 **Can you share results for a similar practice and connect us with a reference?**

Doesn't apply

Cherry-picked screenshots are easy; you need new-patient numbers verified by a reference call.

- New-patient case study
- Reference call offered
- General metrics only

NOTES

08 **What's in scope, and what triggers an extra charge?**

Doesn't apply

'Full-service' often means one or two channels; other services are sold as separate tiers.

- Website only
- SEO + website
- Paid ads
- Social / reputation

NOTES

09 **How long does onboarding take, and who is our day-to-day contact?**

Doesn't apply

30–90 day go-live timelines and tiered account access cause surprises without upfront clarity.

- Dedicated manager
- Shared support
- Manager on higher tier

NOTES

10 **Is this a done-for-you agency, software you manage, or a hybrid?**

Doesn't apply

The model reframes all pricing, support, and time-commitment comparisons in one answer.

- Done-for-you
- Self-managed software
- Hybrid

NOTES

YOU'VE EXPLORED 1 OF 24 CATEGORIES

# Imagine the rest of your practice running this clearly.

You sized up one category today. The other 23 — staffing, no-shows, insurance, slow collections — are already sorted, each vendor **classified by the problem it solves.**

EVERY PROBLEM IN YOUR PRACTICE, ALREADY SORTED

Clinical AI	Imaging	Practice Mgmt	Patient Comms	Insurance	Revenue Cycle
Payments	Membership	Credentialing	Scheduling	Marketing	Analytics
AI Scribe	Teledentistry	Phone / VoIP	Virtual Assts	Staffing	HR & Training
Treatment Plan	Engagement	Supplies	Lab	Hardware	Compliance

500+ vendors · sorted by the problem, vetted by our editors



**Not sure what to fix next?** Tell Mola what's slowing you down — it points you to the right shortlist.  
[dentaltechhub.com/mola](https://dentaltechhub.com/mola)

**Get the next call right the first time.**

[dentaltechhub.com](https://dentaltechhub.com)