

Dental Marketing Agency Comparison Template

A practical PDF template for dental practice owners comparing agencies side by side. Use it alongside Wise Agency's UK dental marketing agency rankings to score each option on evidence, not sales confidence.

[Read the supporting Wise blog: The 5 Best Dental Marketing Agencies in the UK, Ranked for 2026](#)

How to use this template

Shortlist up to three agencies. Ask each agency the same questions, request the same evidence and score each area from 0 to 5. The best choice is not always the cheapest or the loudest. It is the partner that can prove dental sector understanding, commercial strategy, tracking, creative quality and clear delivery.

Score	Meaning
0	No answer, no proof, or the agency avoids the question.
1	Very weak. The answer is generic and could apply to any industry.
2	Basic. They understand the idea, but cannot show much relevant evidence.
3	Acceptable. They can explain the approach and show some relevant examples.
4	Strong. They have a clear process, relevant examples and sensible reporting.
5	Excellent. They can show proven dental-specific work and connect it to enquiries, lead quality, booked consultations and revenue.

Agency shortlist details

Field	Agency 1	Agency 2	Agency 3
Agency name			
Website URL			
Main contact			
Monthly fee			
Ad spend / media budget			
Contract length			
Main services included			
Best claimed strength			
Main concern before call			

Comparison scorecard

Score each agency out of 5 for every criterion. Use proof, examples and clarity of process as the basis for the score.

Criterion	What to check	Agency 1 /5	Agency 2 /5	Agency 3 /5	Notes
Dental-only experience	Does the agency understand dental patients, treatment values, patient concerns and private practice growth?				
Strategy fit	Does the plan match the practice goals, treatments, location, capacity and budget?				
Website and conversion	Can they improve speed, mobile UX, treatment pages and enquiry routes?				
Google Ads ability	Can they structure dental campaigns by treatment, intent and location?				
SEO and local search	Can they improve treatment visibility, Google Maps presence and technical foundations?				
CRM and follow-up	Can they connect leads to follow-up workflows, enquiry handling and booking outcomes?				
Reporting quality	Will reports show useful numbers, not just traffic, impressions or reach?				
Lead quality tracking	Can they measure whether enquiries are relevant, contactable and commercially useful?				
Creative production	Can they produce credible dental creative, video, social assets or landing page creative?				
Compliance awareness	Do they handle claims, reviews, treatment images, consent, finance and pricing responsibly?				
Commercial strategy	Do they connect marketing decisions to treatment revenue, capacity and growth priorities?				
Communication and support	Is the account structure clear, responsive and accountable?				
TOTAL	Add each agency score out of 60.				

Evidence log

Use this page to record what each agency actually provided. A strong agency should be able to show work, explain process and make reporting clear.

Evidence requested	Agency 1 notes	Agency 2 notes	Agency 3 notes
Dental case studies			
Example reports			
Landing page examples			
Campaign structure examples			
CRM or lead tracking process			
Speed or technical evidence			
Creative examples			
Compliance process			
Contract and ownership terms			
Main proof provided			

Deal-breaker checks

Check	Agency 1	Agency 2	Agency 3
Can show relevant dental work			
Does not rely on vanity metrics			
Explains lead quality, not just lead volume			
Clear deliverables and responsibilities			
No vague guarantee of rankings, patients or results			
Clear ownership of website, ad accounts and data			
Clear communication rhythm			
Exit terms understood			

Questions to ask each agency

#	Question	Agency 1 notes	Agency 2 notes	Agency 3 notes
1	How many dental practices have you worked with?			
2	Which treatments have you marketed most often?			
3	Can you show dental-specific examples of results, reports or landing pages?			
4	How would you market implants differently from Invisalign or emergency dentistry?			
5	How do you decide whether our priority should be SEO, Google Ads, website conversion, social or a full system?			
6	How will you track calls, forms, WhatsApp enquiries and source attribution?			
7	How will you measure lead quality and booked consultations?			
8	What will the monthly report show?			
9	Who writes the copy and produces creative?			
10	Who owns the website, ad account, tracking setup, data and creative assets?			
11	How do you handle dental advertising compliance?			
12	What would make our practice a poor fit for your agency?			

Side-by-side decision summary

Decision factor	Agency 1	Agency 2	Agency 3
Strongest reason to choose them			
Biggest risk			
Best fit for which practice type?			
Would we trust them with high-value treatment campaigns?			
Final ranking: 1st / 2nd / 3rd			

Final decision notes

Question	Notes
Which agency gave the clearest strategy?	
Which agency gave the strongest proof?	
Which agency gave the clearest reporting plan?	
Which agency felt most commercially aligned?	
Which agency raised the most risk?	
What still needs clarification before signing?	
Final chosen agency	
Final total score	/60

Useful context from Wise Agency

Wise Agency's comparison blog explains that strong dental marketing partners should understand dental sector focus, services offered, evidence of results, website and conversion quality, search visibility, clear deliverables, CRM integration, compliance-aware messaging and reporting that connects activity to enquiries. Use that thinking when completing this template.

[Read the blog: The 5 Best Dental Marketing Agencies in the UK, Ranked for 2026](#)

Need help comparing agencies?

Wise can review proposals, websites, ad accounts or reporting and help you identify what is strong, what is missing and what needs more evidence.

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