

# You're Invited to a Light Buffet and Informative Presentation!



“Attracting New Patients and Growing Your Practice Using Social Media Marketing”



## 4 Great Reasons To Attend!

- 1 Enjoy A Light Buffet & Beverages!**  
At Kerr Endodontics, we APPRECIATE the relationships we have with dental practices in our community. This is our way to say “thank you”!
- 2 Keep Social Media Marketing Simple & Efficient!**  
You'll benefit most from Jack's presentation if both your doctor, and whoever handles your marketing, attends. Social media marketing is a team effort! Jack will show you how!
- 3 Learn How To Use Social Media To Attract New Patients!** Social media increases top-of-mind awareness, attracts new patients, decreases attrition and strengthens patient relationships.
- 4 Learn Why Digital Marketing Integration Is So Important!** Activity and engagement isn't the goal. It's part of a bigger mindset where everything you do, including website strategy and getting reviews all point toward creating a thriving practice!



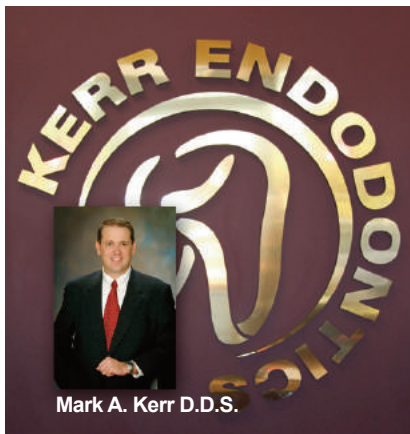
**Thursday, Feb 16, 2017 - 6:30pm – 8:30pm**

A.T. Still University

5850 E. Still Circle (Cougar Room) Mesa, AZ 85206

(no cost)

Sponsored by:



**Please RSVP by February 2nd** with the number of people from your practice who will be attending! Thanks!

**RSVP by email: [mindy@kerrendo.com](mailto:mindy@kerrendo.com)**

special thanks to: 



**About The Speaker: Jack Hadley**

Jack teaches digital marketing to MBA students at Brigham Young University's Marriott School of Management in Provo, Utah, and is also a partner at My Social Practice—an agency providing affordable social media marketing ideas, content, strategy, and support to dental and orthodontic practices. He is the former CEO at Lava7, a marketing agency focused exclusively on social media marketing solutions for businesses. As an award-winning copywriter and former ad agency Creative Director, Jack has a rich background in all aspects of the creative process.