Attract New Patients and Grow Your Practice Using Social Media Marketing

Progressive practices use social media marketing to attract new patients, raise top-of-mind awareness and referrals, decrease attrition, increase case acceptance, and strengthen patient relationships. But effective social media isn’t something you “have”—it’s something that you “do”! Remarkable, share-worthy social media content helps with your complete digital marketing strategy—including search engine optimization (SEO). Social media is no longer an adjunct to some other marketing plan. How do you navigate and benefit from this dynamic environment with the limited amount of time and resources you have to spend on marketing?

Objectives:
- Understand the ways practices attract new patients using Facebook.
- Start creating the 5 types of content that engage your audiences.
- Understand how social media and reviews affect SEO.
- Modify proven, successful campaigns for use in your own practice.
- Learn how to “sell” dental services without selling.

Featured Speaker: Jack Hadley

Jack Hadley teaches social media marketing to MBA students at Brigham Young University’s Marriott School of Management in Provo, Utah. He is also a founding partner at My Social Practice, an agency that provides social media marketing ideas, content, strategy, and support to practices worldwide. Jack is an award-winning copywriter and former ad agency Creative Director who is frequently asked to address dental groups about digital marketing strategies and social media effectiveness.

Note to audience: This speaker is being compensated by Dentsply Sirona for this event and does not have monetary or other interest(s) with Dentsply Sirona and/or with any company whose products are discussed or presented in this presentation.

Hosted by Bayside Endodontics
Rowshan Ahani DDS, MS | Jennifer Fong, DDS

October 12, 2017
6:00 P.M. — 9:00 P.M. | CE Credits: 2
Dinner will be provided

Course Tuition & Dinner: Complimentary

To register please contact BAYSIDE ENDODONTICS at 650-757-3636 or info@baysideendo.com

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