

Learn How Smart Endodontists are Using Social Media Marketing to Grow and Sustain Their Practices

EARN **3** CE CREDITS



Join us to hear Jack Hadley from My Social Practice deliver a lecture on social media marketing. At Dentsply Sirona Endodontics we recognize the value of “new marketing” for endodontists and general practices, and as such, highly recommend Jack’s informative, highly visual presentations that bring clarity to this important topic.

EFFECTIVE WAYS ENDODONTISTS USE SOCIAL MEDIA TO GROW THEIR PRACTICES

OVERVIEW

Social media marketing—which includes reviews acquisition and online reputation management—is rapidly becoming the core of all endodontic marketing. While many general dentists have been utilizing social media marketing for some time now, for many endodontists the path to leveraging social media has seemed less apparent. Join My Social Practice co-founder, Jack Hadley as he leads you through a lively, highly visual journey toward clarity and understanding of this important topic for endodontists. Learn how progressive endodontists are using social media to increase word-of-mouth referrals, enhance their online presence, build trust in their communities, elevate their practice reputation, and strengthen relationships with referring dentists.

LEARNING OBJECTIVES

- ✓ Implement simple methods for getting great reviews (and more of them).
- ✓ Create share-worthy content that boosts top-of-mind practice awareness.
- ✓ Discover how to use social media to strengthen relationships with referring GPs.
- ✓ Start using social media content to influence search results.
- ✓ Sustain long-term relationships with short-term patients.

DATE

Tuesday, April 3, 2018
6:00 PM - 9:30 PM

LOCATION

Army Navy Country Club
1700 Army Navy Drive
Arlington, VA 22202

RSVP

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