

Learn How Smart Dentists 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.

2018’S MOST EFFECTIVE SOCIAL MEDIA MARKETING TACTICS FOR DENTAL PRACTICES

Sponsored by Berks Endodontics
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OVERVIEW

Social media marketing for dentists is growing up! And although the specific tools and tactics are always changing, the principles that drive real effectiveness remain the same. Join My Social Practice co-founder, Jack Hadley as he leads you through a lively, highly visual journey to your own practice’s social media marketing nirvana. Whether you’re just getting started, or you’re already a social media marketing guru, you’ll leave Jack’s lecture with a crystal clear understanding of how social media marketing works for dental practices, along with actionable, takeaway ideas you’ll use immediately in your own practice.

LEARNING OBJECTIVES

- ✓ Start creating share-worthy content that helps new patients find you.
- ✓ Implement simple methods for getting great reviews (and more of them).
- ✓ Empower your team members with effective participation skills.
- ✓ Learn how to better retain patients through many case study examples.

DATE

Thursday, April 5, 2018
6:30 PM - 9:30 PM

LOCATION

Winedown Cafe
622 Penn Ave.
West Reading, PA

FOOD

Light Fare & Whiskey 101 Class

This will be a fun hour of learning about the world of whiskey. We will cover the basics of the whiskey making process without getting too technical. This class would not be complete without tasting some great whiskeys so each guest will be guided through tasting 6 different whiskey’s. Along the way to enhance the tasting each taster will be able to sample from selected cheese, charcuterie and chocolates. Everyone will walk away with some educational material and fun experience.

RSVP

Please RSVP before 3/29 by calling Berks Endodontics at (610) 376-1536

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