

Union Square Endodontics Presents...

The Most Effective Ways to Grow Your Dental Practice Using Social Media

The use of social media by dentists is growing up. It's been over nine years since My Social Practice first began helping dentists grow their practices using social media! And although the specific tools and methods are constantly changing, the principles that drive true success remain the same. The trick is blending the right principles with the right tactics. Join My Social Practice co-founder, Jack Hadley as he leads you through a fun, lively, and highly visual journey to your own practice's social media nirvana. Whether you're just getting started, or you're already a guru, you'll take away actionable ideas you can use immediately to attract new patients, raise top-of-mind awareness and word-of-mouth referrals, decrease attrition, increase case acceptance, and strengthen patient relationships!

Objectives:

- Discover clarity about what social media really means for a dental practice.
- Create share-worthy content today that helps new patients find you.
- Implement simple methods for getting great reviews (and more of them).
- Empower your team members with actionable participation skills.
- Learn how to better retain patients from many case study examples.
- Evaluate your digital footprint, and set goals for enhancing it.



Featured Live Speaker:

Mr. Jack Hadley

Mr. 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 providing social media marketing content, strategy, and support to dental, orthodontic, and dental specialty practices worldwide. Jack is the former CEO at Lava7, one of the nation's first agencies focused exclusively on social media marketing solutions for businesses. He is also an award-winning copywriter, epiphany catalyst, and former ad agency Creative Director with a rich background in all aspects of the creative process. As a corporate storyteller Jack has helped scores of businesses cut through the clutter by distilling and clarifying their marketing messages and positioning.

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Thursday, June 7, 2018

7:00 p.m. - 9:00 p.m.

Sign in and dinner begin at 6:30 p.m.

Marines' Memorial Club & Hotel

609 Sutter St., San Francisco, CA 94102

Hosted by:

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**TO REGISTER: Email Union Square Endodontics at unionsquareendodontics@gmail.com
(please include each attendees full name and email address)**

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