

Social Marketing: *Use it or Lose Out!*

The dental marketplace is rapidly changing, and dentists/orthodontists are feeling the increased competition. How do you ensure your marketing dollars are attracting not just *more* patients, but the *right* patients?

Dentistry is becoming perceived by the public as a commodity with little difference between practices other than affordability and convenience. This image creates a dilemma for private, high-quality practices that spend more time with patients and, as such, have higher overhead costs. Practices can differentiate themselves through their marketing to help prospective patients understand the value they provide. Learn how to distinguish your practice to attract more private-pay patients through digital marketing.

Many doctors find themselves caught in the middle, not understanding how to best navigate the internet. It takes years to build a practice's reputation, but only minutes to tarnish it. Patients' decisions are heavily influenced by what other patients and parents are saying about us online. Learn how to ensure that your online reputation is solid, effectively connecting with your current and prospective patients on the media they use, and targeting your audience using all of the right tools.

Learning Objectives:

- Understand the changing business environment and how it threatens future success
- Identify how social networking engages current patients and stimulates referrals by building trust and confidence
- Explore how parents and patients make decisions given the wealth of information available to them online
- Rethink your marketing strategy to utilize Facebook, Google, Twitter and YouTube to enhance practice credibility
- Discover how to make your practice stand out with Google 5 star reviews in online searches
- Learn how to enhance and monitor your online reputation and protect it from inevitable negative patient reviews
- Understand how to measure return on investment (ROI)
- Recognize how to harness the power of the internet to develop a thriving practice

Suggested Format: Partial Day; Lecture, Keynote, Dinner Meeting

Suggested Attendees: Doctor and Team



Bonus Presentation: Market Invisalign® to Grow Your Practice

*Customized for general, pediatric
or orthodontic groups.*

Invisalign® has become a household name for clear aligners in the US and Canada and is spending millions of advertising dollars to drive new patients who want straight teeth without braces into your practice. Dr. Klempler was an Elite Invisalign provider and will show you how to grow your practice and profitability with Invisalign and Invisalign Teen.

