

JOIN US IN
WASHINGTON, D.C.

COMPLETE
MARKETING PLAN

Marketing Your Dental Practice in 2020

When: *June 27th, 2020* | Where: *Capitol Hill, Washington, D.C.*

This one-day marketing workshop will cover the complete dental marketing process. You will learn how to create a unique marketing plan based on your key selling points, how to implement that plan online, and how to turn those leads into paying patients! Brought to you by three top-level dental marketing experts, this event will provide more knowledge than most other marketing events.

5
CE
CREDITS

OUR WORKSHOP TOPICS

With: *Minal Sampat, RDH, BA*

▶ INVESTING IN MARKETING FOR MAXIMUM ROI

You will gain the skills to identify your target market online and then convert possible leads into new patients.

▶ SHARE YOUR UNIQUE BRAND ON SOCIAL MEDIA

You will be able to identify what makes your practice unique and discover how to translate this into creative content on social media.

▶ CREATE A DISTINCTIVE MARKETING PLAN

Develop key action items for a successful and multigenerational marketing plan for your practice.

With: *Tyler Larson*

▶ HOW TO CREATE A COMPETITIVE WEBSITE

Local competition is growing. You'll learn what your website needs to dominate your local competition.

▶ MASTER GOOGLE AND FACEBOOK ADS

Step-by-step walkthrough covering how you can create your very own Facebook and Google Ads, with example ads to share.

▶ LOCAL SEO: WHAT STILL WORKS IN 2020?

Google made 3,234 changes to their algorithm in 2018. Learn which techniques still work & which to ignore.

With: *Robin Morrison*

▶ MASTER THE INITIAL NEW PATIENT PHONE CALL

Your team will learn high level skills to engage callers and convert them into actual patients.

▶ PROVIDE A WINNING NEW PATIENT VISIT

Learn how to schedule new patients and implement a new patient visit that builds trust and confidence in you and your team.

▶ INCREASE YOUR CASE ACCEPTANCE RATES

Discover key steps to presenting and gaining acceptance of ideal treatment.

OUR EXPERT SPEAKERS



MINAL SAMPAT, RDH, BA, has spent over a decade helping practices reach their goals through strategic, effective, easy to implement marketing strategies. Learn the why, how, and when for

successful marketing and gain the knowledge and tools necessary to break through the "white noise." Minal has been featured in Forbes, Huffington Post, Dentistry IQ, DrBicuspid & more.



TYLER LARSON is the founder and CEO of The Dental Outlet, a website development and advertising agency in Washington, D.C. He excels in working directly with clients to sustainably grow their

practices online. With a Business Intelligence degree from James Madison University, Tyler has worked with over 75 dental practices nationwide to provide actionable digital marketing solutions.



ROBIN MORRISON began her career in dentistry in 1981, working in a cutting edge dental practice as an office administrator and marketing director. Her passion for dentistry and

health care, combined with her entrepreneurial spirit, led her to become the founder of two successful companies, RLM Healthcare Marketing & Consulting, Inc. and Dental Consultant Connection.

For more details and to secure your
PRE-SALE TICKET DISCOUNT please visit



www.2020dentalmarketing.com