

Don't Let Open Chair Time Undermine Your Bottom Line!

Master the Art of Lead Generation



NEW PATIENTS

Frustrated by a lack of consistent practice growth?

Learn simple, but powerful, ways to increase and maintain consistent practice growth while avoiding pitfalls that negatively affect dental marketing success. Key Concepts include: creating a website that *takes AIM* (**A**tracts, **I**mpresses and **M**otivates), harnessing the power of technology *without* breaking the bank, and monitoring results to never "fly blind" again. Set your stage for practice success with these cost-effective practice building tools.

Take the Learning Deeper! Customize Your Presentation with These Related Offerings:



Take A.I.M. With Your Website!

Success with website marketing requires that your website take **AIM**, that is "**A**tract, **I**mpress and **M**otivate."

- Learn tips for optimizing your website.
- Gain "ease of use" site design tips.
- Understand what motivates people to connect with your practice online.

Capturing Patient Testimonial Videos



Practices that perform this nine step process for securing these 'good as gold' testimonials consistently attract more patients than their competition.

- Master the skills for scheduling the testimonial, managing the shoot, and optimizing videos for maximum SEO effect!



100 Patient Reviews In 100 Days

Websites that generate a steady stream of high quality online reviews consistently outperform the competition in achieving top ranking on search engine results pages.

- Learn simple and highly effective techniques and technology which guarantee Rave Reviews.



Cause-Related Image Enhancement/Promotion

Discover this underutilized and highly powerful tool to grow your practice by creating and maintaining positive practice exposure in your community.

- Harness the power and potential of effective cause marketing strategy.
- Acquire the tools and resources to conceive, implement, and sustain a cause-related marketing system.



Social Media: Don't Just Do It, Do It Right!

Social networking is a proven tactic for growing your practice while managing your online reputation. It's all in how you do it.

- Learn time efficient and cost effective strategies to increase engagement among current patients and for converting prospects into loyal patients.



Pushing The Envelope: Dental Direct Mail

Direct Mail continues to be one of the most cost-effective ways to grow a dental practice. The secret is in knowing how to remain ahead of the curve.

- Discover the seven steps that characterize all successful direct mail strategies.

BONUS: Ask about *Geo-Demographic and Internet Marketing Performance Analyses* for attendees.

Suggested Format: Full or Partial Day; Keynote; Workshop

Suggested Attendees: All Dental Audiences



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