

GREEN DENTISTRY CONFERENCE | 2013

POWERED BY THE ECO DENTISTRY ASSOCIATION®

Social Media & Marketing

Speakers: Gary Takacs, Jack Hadley, Ina Pockrass

Online Webinar
1.5 CE credit

Course Overview:

Dentistry is a word-of-mouth business, and the new “word-of-mouth” is social media. Hours and hours are spent online on social media sites. Your patients are there. You should be too. Publishing content and educating current patients about a wide variety of related topics through your blog, Facebook wall posts, YouTube videos and tweets directly leads to increased knowledge, awareness, referral potential, and greater case acceptance. The dental practices that most successfully use social media marketing are the ones committed to business on a deeply intimate level. They are the practices that consider revenue increases both in terms of traditional, short-term ROI and as a natural, long-term outgrowth of better serving people. Green dental practices are uniquely positioned to gain the most benefit out of social media marketing due to their values alignment with patients.

Participants of this webinar will learn:

- ✓ The 7 keys to a successful social media marketing strategy
- ✓ The foundations of community-driven marketing
- ✓ Why Facebook, YouTube, Twitter and a blog are important sites to be involved with
- ✓ Mistakes dentists make on Facebook
- ✓ How to get reviews on your wall to be read by prospective patients

This webinar is a recording of one of the presentations of the 2013 Green Dentistry Conference.

Speaker Bios:

Gary Takacs' passion is helping dentists develop their ideal practice. Specializing in the 'business of dentistry', his unique, in-depth knowledge of the components of a successful practice has helped thousands of dental offices thrive in today's challenging business environment. Gary's seminars, highly acclaimed audio and videotape programs, and his in-office consulting services have helped many dentists develop a more profitable and enjoyable practice.



Jack Hadley is a founding partner at My Social Practice, a comprehensive social media marketing solution for dental practices. He also teaches a social media marketing course to MBA students at Brigham Young University's Marriott School of Management.



Ina Pockrass is the visionary leader of the green dentistry movement. After collaborating with her husband, Dr. Fred Pockrass, to build the country's first green dental office, she Co-Founded the Eco-Dentistry Association in 2008. In 2010, she was named one of the Top 25 Women in Dentistry and is a former intellectual property trial attorney and marketing expert. Ina writes, speaks and consults internationally about green dentistry and green business.



Disclosure:

Gary Takacs declares that neither he nor any member of his family have a financial arrangement or affiliation with any corporate organization offering financial support or grant monies for this continuing dental education program.

Jack Hadley is a partner of My Social Practice

Ina Pockrass is the co-founder of the Eco-Dentistry Association.

Reviews:

“Highly relevant and timely. The best time spent for me!”

~ 2013 Green Dentistry Conference Participant

Contact Information:

If you have any questions about this course, do not hesitate to contact the Eco-Dentistry Association:

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