

# 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



**Daniel A. Bobrow, MBA (Finance), MBA (Marketing)**

312-455-9488  
Inquiries@DannyBobrow.com  
www.DannyBobrow.com

