

# marketing secrets

## DENTAL MARKETING SECRETS SEMINAR SERIES

**Unit 1: Dental Marketing For the Digital World**

**Unit 2: Social Media Secrets - Hands on Workshop**

**Unit 3: Dental Marketing Secrets for a Fully Booked 2019**

Presented by **Carolyn S Dean** author of  
**'Fully Booked – Dental marketing secrets for a full appointment book'**

**To have a successful practice you need to understand and embrace the world of digital marketing.** It is now more critical than ever for you to make informed choices about marketing your practice in order to consistently attract new patients and retain current ones.

Within these series of seminars you will learn how to use marketing in a well thought out and consistent way to grow your practice revenue.



## TESTIMONIAL

"I decided that for an entire year, I would take all of the advice from My Dental Marketing and put it into action and just see where it lead me. I am happy to say that my practice is so busy that I am in the position of employing more staff to help me accommodate the work load."

Dr Kimberly Ivett - Director/Principal Dentist Sydney Boutique Dentistry



[www.henryschein.com.au/education](http://www.henryschein.com.au/education)

# Unit 1:

## Dental Marketing for the Digital World

To have a successful practice you need to understand and embrace the world of digital marketing. Gone are the days of yellow pages advertisements and flyer drops.

There is a lot of talk about online marketing, social media and search engine marketing for businesses. Some dental practices are already engaging in online marketing while other dental practices have an intuitive hunch that there is something to online word-of-mouth marketing, but they're just not sure yet what it is.

### Course Topics

- Discover the steps to online dental marketing success
- Know which digital strategies are right for your practice
- Learn the secrets to a great website
- Know which social media platforms you should be using and why
- Learn tips and best practice for social media marketing
- Hear why you need to use Google My Business
- Understand why you need to start blogging
- Identify which Search Engine Marketing strategy is right for your practice
- Find out the difference between Search Engine Optimisation (SEO) and Pay Per Click Advertising (PPC)
- Hear why it is critical to watch your online reputation
- Evaluate if video marketing is right for your practice
- Learn to reactivate existing clients with the use of email marketing

### Learning Objectives

- To grow your practice with the use of digital marketing
- To enable you to view digital marketing in a totally new light and to see the value in marketing your practice online
- To understand where you may be going wrong with the digital marketing for your practice
- To have the tools and knowledge, and understand what is required to make this happen
- To be able to easily implement the techniques discussed within your practice

The aim of this course is to demystify these topics by telling you what you actually need to know and giving you the tools to grow your practice with effective digital marketing. It will also help you to talk knowledgeably and confidently to your staff or your marketing suppliers.

The course will review real examples of dental digital marketing. You can submit your websites and online marketing prior to the event to have elements of your marketing reviewed at the course.

### Western Australia

Henry Schein Halas  
Level 2, 195 Great Eastern  
Highway, Belmont, WA, 6104  
**Tuesday 1 May 2018**

### Victoria

Henry Schein Halas  
Level 9, 369 Royal Parade  
Parkville, VIC, 3052  
**Monday 7 May 2018**

### New South Wales

Henry Schein Halas  
Unit 1, 44 O'Dea Avenue  
Waterloo, NSW, 2017  
**Wednesday 9 May 2018**

### New South Wales Newcastle

Date TBC  
Email your interest to  
**events@henryschein.com.au**

## REGISTRATION

**Registration:** 5.00pm  
**Time:** 5.30 to 8.30pm  
**3 CPD Hours**

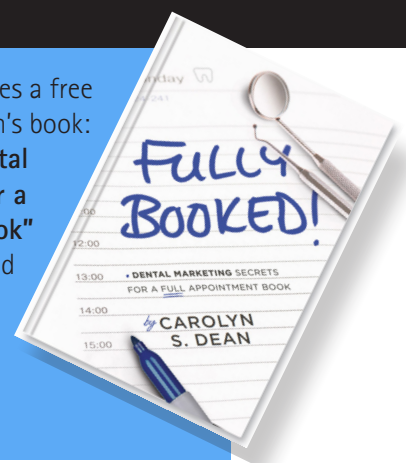
**Cost:** \$75 per unit  
**Multiple Participants:** \$65 per unit  
**Returning Participants:** \$55 per unit

Register online: [www.henryschein.com.au/education](http://www.henryschein.com.au/education)

Registration Enquiries T: 1300 302 421  
E: [events@henryschein.com.au](mailto:events@henryschein.com.au)

**Each unit runs individually.  
You can attend as many as you wish!**

Registration fee includes a free copy of Carolyn S Dean's book: **"Fully Booked! • Dental Marketing Secrets for a Full Appointment Book"** The book will be handed out at the seminar.



# Unit 2:

## Social Media Secrets – Hands on workshop

### How get new patients using social media marketing

Are you interested in growing your dental practice with social media but aren't sure how to begin or what to do for maximum impact?

Many dentists are confused and frustrated and don't know where to start or what to post.

In this seminar we will guide you through what you need to know to successfully harness the power social media to connect with existing and potential patients.

If you see the value in using social media for your dental practice but are worried that you're going to end up spinning your marketing wheels, this talk will help

In this seminar you will understand and get hands on experience in the most common areas dental practices find challenging when it comes to social media marketing.

#### Course Topics

- Why you should consider social media for your practice.
- Which social media platforms you should be using.
- Top social media mistakes and how to avoid them.
- How often and what to post on social media.
- Why you should think about videos and Facebook Live.
- Why you should be thinking about social media advertising.
- How to plan your social media strategy.

#### Learning Objectives

- This course is designed to make your learning journey as enjoyable as possible.
- We will teach you new skills you can take with you into your practice and to share with your team.
- We will explain everything in plain English so that you can tackle social media with confidence and really know how to use it.
- We'll break instructions down into easy to follow steps.
- We'll help you discover new things to try.

Limited capacity! Bring your team and your laptop and we will guide you through what you need to know to successfully harness the power of social media to connect with existing and potential patients.

#### Victoria

Henry Schein Halas  
Level 9, 369 Royal Parade  
Parkville, VIC, 3052

**Monday 6 August 2018**

#### Queensland

Henry Schein Halas  
Ground Floor, 8 Gardner Close  
Milton, QLD, 4064

**Thursday 16 August 2018**

#### New South Wales

Henry Schein Halas  
Unit 1, 44 O'Dea Avenue  
Waterloo, NSW, 2017

**Thursday 27 September 2018**



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# Unit 3: Dental Marketing Secrets for a Fully Booked 2019

Learn how to develop a strategic marketing plan to enable you to achieve your business goals for 2019.

As we begin to wrap up the year 2018, now's the time for you to start planning and creating a strategy for your dental marketing for 2019. When it comes to business, Benjamin Franklin's warning, 'By failing to prepare, you are preparing to fail', has never been more apt. Without a well thought out marketing strategy for 2019, how will you know where you are heading and what you are trying to achieve?

- How will you attract new patients?
- How will you retain existing patients?
- How will you achieve your growth practice growth goals?

It is now more critical than ever for you to make informed choices about marketing your practice in order to consistently attract new patients and retain current ones.

Take the time now to step back and review your past year of dental marketing and create a plan for achieving your goals next year.

Attend this course to learn from the past, and put together a well thought out and strategic plan to enable you to achieve your business goals for 2019.

## South Australia

Henry Schein Halas  
311 Unley Road  
Malvern SA 5061

**Thursday 8 Nov 2018**

## Victoria

Henry Schein Halas  
Level 9, 369 Royal Parade  
Parkville VIC 3052

**Monday 12 Nov 2018**

## New South Wales

**NEW ADDRESS!**

Henry Schein Halas  
185 O'Riordan Street  
Mascot NSW 2020

**Wednesday 14 Nov 2018**

## Queensland

Henry Schein Halas  
Ground Floor, 8 Gardner  
Close, Milton QLD 4064

**Monday 19 Nov 2018**

## CAROLYN S DEAN

Carolyn S Dean is the author of "Fully Booked – Dental Marketing Secrets for a Full Appointment Book" and is the Managing Director at 'My Dental Marketing'. Carolyn is a widely known seminar speaker and dental marketing consultant working extensively with dental professionals.

Carolyn has over 21 years experience in sales and marketing, working with some of the largest global IT organisations in the UK, USA, Europe, South Africa, Asia and Australia. Over the last 10 years she has specialised in dental, medical and health care.

My Dental Marketing is an award winning specialist in marketing services and website design for over 300 dental professionals. As a consequence, Carolyn has gained a deep understanding of the profession's problems and pain points.



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