

SEPTEMBER 29, 2021

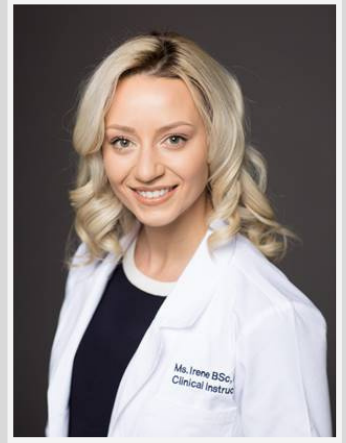
6PM-8PM | 2 CES

VIRTUAL

SOCIAL MEDIA FOR PRACTICE GROWTH AND BRAND DEVELOPMENT

**From Micro Managed to Micro Influencer-
Sharing my success with Instagram**

WITH IRENE IANCU, RDH



Grow your platform, get more patients and have fun with your team! Irene grew her start up from 0-450 patients in 12 weeks. Find out how she did this in this lecture. The ability to use social media to get people's attention, build an engaged audience and express practice personality is becoming an essential digital skillset in the 21st-century knowledge-based economy. Covid has created a need to showcase how safe, clean and protective your practice is. Are you doing that with your Facebook or Instagram accounts? Personal website and social media presence give prospective employees and patients a window into your personality, skills, and interests. Improving social media skills to better reflect practice atmosphere and doing so in a professional manner to protect patients and practice goals. Lecture time will be spent understanding the buying power within social media. Using strategic posting and market targeting for the everyday dental professional who are busy and don't have time to content create. We will demonstrate apps that are free, some that are paid and provide an easy strategy to share information.

Learning Objectives:

- Understand the difference between traditional marketing and social media marketing.
- Evaluate the best social media platform(s) for their business.
- Develop social media marketing goals and objectives.
- Set-up a third-party management tool.
- Identify the legal ways to utilize patient photos with consent.

