



## Social Media Marketing Workshop for Dental Practices

February 14-16, 2011 ♦ 3-Part Live Webcast Series



### Featured Presenter:

**Sara Isenberg**

**Sara Isenberg Web Consulting & Project Management**

<http://saraisenberg.com>

For more info, visit: <http://www.elevationrg.com/2010/9/social-media-marketing-workshop-for-dental-practices>

**TO REGISTER, VISIT:** [http://www.regonline.com/social\\_media\\_marketing\\_dental\\_practices](http://www.regonline.com/social_media_marketing_dental_practices)

### DAY ONE

**Monday, February 14, 2011**

**10am PDT/1pm EDT**

60 mins. (includes 15 mins. Q&A)

### DAY TWO

**Tuesday, February 15, 2011**

**10am PDT/1pm EDT**

60 mins. (includes 15 mins. Q&A)

### DAY THREE

**Wednesday, February 16, 2011**

**10am PDT/1pm EDT**

60 mins. (includes 15 mins. Q&A)

### **Why Should Dentists Care about Social Media?**

Social Media is now considered to be a marketing best practice for small and large businesses but does that apply to dental practices, too? You bet! In this session we will explore how to use social media tools to promote your dental business, and engage your community of current and prospective patients. Did you know that using social media will strengthen your search engine rankings? We'll discuss that, too!

- Marketing Best Practice
- Engage your Community
- Enhance your SEO
- A great website comes first!

### **Getting Started With Social Media Basics**

We'll discuss the basics of each of the most popular social media tools so you can get started effectively. In addition, we'll touch on eNewsletters, also known as Email Marketing. You will learn about "priming the pump" before you promote the media. This will help you better promote your dental practice's website, raise traffic, and keep the communication engaging with your patients.

- Facebook
- LinkedIn
- Twitter
- Blogging
- Email Marketing

### **Moving Beyond the Basics, Location-Based Services and Tying it Together**

So let's assume you have Facebook and LinkedIn nailed, and you're still deciding about Twitter, Blogging, and Email marketing. What else should you consider? There are still some other forms of social media that you need to be familiar with. Two location-based social media standards are Google Places and Yelp. And, if you'd like to provide video-based promotion or education, YouTube is a must.

- Google Places
- Yelp
- YouTube
- Tying it all together