

3rd International Conference on

PROSTHODONTICS & RESTORATIVE DENTISTRY

April 16-17, 2018 | Las Vegas, USA

How to market your practice effectively online and offline in today's corporate age?

Paul M McGraw

Dental Marketing Profit, Inc. Bountiful, USA

In today's highly competitive corporate age, there needs to be a significant effort dedicated to marketing and promoting a dental practice. It can no longer just be assumed that enough people will come into a dental practice and become patients without effort. Paul McGraw's presentation is created to give easy and practical strategies to grow dental practices at a steady pace year after year. He will cover: Why you can't just have a website and expect it to do you any good? How you will get ripped off by advertising agencies if you don't learn basic marketing? How to get patients to trust so much that your treatment acceptance rate can approach 100%? How to get your patients to refer all their friends and family to your practice with very little effort? Why some of the best dentists in the world go broke? The 3 reasons why patients come into a practice once and then never come back? And so much more.

alwayslearning@gmail.com