

Dental Product Promotions

Daniel Delmain

Everything is Marketing Fred Joyal,2009

Everything is Marketing Fred Joyal,2009

Delivering WOW Anissa Holmes,2018-08-07 Delivering WOW is a blueprint for running and growing a dental practice. Dr. Anissa Holmes was sick of working too much and earning too little, so she decided to do something about it. After years of learning and experimentation, she developed a simple, high-impact process to run and grow a dental practice that turned her office into a high-profit practice with over 50,000 raving Facebook fans and a reliable team she can trust to handle anything that comes their way. With this newly-updated and expanded version of a book that helped thousands of dentists build more profitable and enjoyable dental practices, Dr. Holmes walks dentists through building a winning team, maximizing profitability, and reliably growing patient numbers without having to waste time and money on expensive and ineffective advertising methods. If you're tired of feeling guilty, stressed, and frustrated by your practice and want to build one that allows you to make more, work less, and have a meaningful impact in the world, Delivering WOW is the step-by-step plan for you!

Dental Marketing Hacks Alex Wong, ★★ ★ Discover how you can kickstart your dental practice in 90 days or less! ★★ ★ Are you a dentist, and you're struggling to get your business off the ground? Are you searching for the best ways to boost your client base, improve your profits, and market your dental clinic like a pro? Interested in learning from a seasoned dental marketing expert? Dentistry is an essential service, but far too many dentists struggle to get their clinics off the ground and stand out from the crowd. With ever-growing competition and new websites appearing left and right, how can you build an unforgettable online presence and master the art of dental advertising? Now, join best-selling author and dental marketing expert Alex Wong as he reveals the best ways to kickstart your dental business and start seeing results. As the head copywriter for a dental marketing agency for three years, Alex knows exactly what it takes to gain exposure and get your business off the ground. Inside this guide, you'll discover a powerful 90-day plan for identifying your target market, creating a killer dental marketing plan, building your online presence, and then scaling your business to the stars! Written in a concise, easy-to-digest way, you can follow along even if you're a complete beginner to the world of marketing. Plus, with a collection of simple action plans and worksheets to instantly kickstart your marketing skills, now you can build your dream dental practice in no time. Here's just a little of what you'll find inside: ☑ The Secret To Identifying Your Target Audience ☑ How To Create a Powerful USP and Define Your Dental Business Goals ☑ Simple Ways To Develop Your Lead Magnet and Build Your Online Presence (Even If You're Not a Tech-y Person) ☑ Top Tips For Writing Emails That Sell ☑ Practical Ways To Build Your Dental Website For Less Than \$200! ☑ The Essential Differences Between Advertising and Marketing (and Why They Matter) ☑ Surprisingly Effective Advertising Strategies ☑ And Much More! So if you're stuck struggling to get your dental practice off the ground, or if you want to drive more clients to your clinic and master the art of online dental marketing, then Dental Marketing Hacks is for you. Discover from the expert how to define your goals, write emails that sell, and build an unforgettable online presence! ★ Scroll up and buy now to kickstart your online dental marketing campaign today! ★

Dental Marketing Fusion Mike Saunders,2011-05-25 Discover the hidden insider secrets that allow dental practice owners all over the country to make record profits during this economic downturn. This book allows you to easily learn proven strategies and begin profiting immediately. Inside you will discover: How to guarantee that your dental practice stands head and shoulders above your competition. The Hidden Goldmine in your dental practice and how you can use it to make big profits. Quick, easy and cheap ways to advertise your dental practice promotions and sales.

Turn Your Dental Practice Into a Successful Business Gabriel Asulin,2018-11-23 How to turn your dental practice into a profitable business. Turn your Dental Practice into a Successful Business is a bestselling book that offers practical solutions that can be easily applied in every dental practice in order to increase its sales very quickly. The book (translated into Spanish, Russian and Hebrew) provides detailed answers to all the dental practice related marketing, management and sales questions or issues, which will allow you to increase the sales and profitability of your dental practice in a very short time. The author, Gabriel Asulin, is a world-renowned expert and became a global guru in the field of marketing and promotion of dental practices. Gabriel is a top presenter and popular lecturer worldwide. His seminar How to Double your Clinic's Sales in 3 Months! was a major blockbuster in in China, Colombia, Mexico, Russia, Israel, Bulgaria and Dominican Republic in recent years. The strategies and methods suggested by Gabriel in his book are based on many years of experience in business consulting and training hundreds of dental practices around the world. The unique management and marketing methods presented in this book are successfully used by many dental practices and have proven to significantly improve sales and profitability. In this book you will learn all about: How to attract new clients How to retain existing clients How to close big treatment plans How to manage the reception area How to perform an effective re-call How to improve the hygienist's productivity How and where to advertise What to consider before purchasing a new dental practice How to reward the staff and increase their motivation How to increase the clinic's profitability How to deal with clients who perform a market survey And much more...

Marketing Implant Dentistry Marcus Hines,2015-08-24 A large percentage of skilled dental professionals lack the tools and comfort level required to market themselves and their dental implant practices effectively As a consequence, these dental professionals miss several opportunities to help patients and grow their business. Even those who recognize the need for marketing often don't have the experience or training to do so effectively. Marketing Implant Dentistry meets this need by giving dentists the tools to better market and promote their practices and to gain case acceptance. Marketing Implant Dentistry presents proven approaches for attracting dental implant patients and demonstrates the use of successful communication skills, including verbal and visual aids. This book details multiple examples of patient friendly and professional letters for use in targeting both new implant patients and professional referral sources. Readers will learn the benefits of adopting non-traditional approaches such as hosting patient education seminars, as well as cultivating professional relationships with the medical community (physicians) for the purposes of generating untapped referral relationships. Best practices in internet and social media marketing, specific to implant dentistry, are also demonstrated so practices can make the most out of these low-cost opportunities.

A Strategic Analysis of Colgate's toothpaste product line Alexander Berger,2011-06-17 Research Paper (undergraduate) from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 73 %, University of Sunderland, language: English, abstract: The Colgate-Palmolive company is acknowledged as the world's leader in personal care. This report analyse the Colgate's current situation in order to give recommendations on their actual toothpaste product line. The report is divided into two parts. The first parts will analysis the current situation of Colgate. On the basis of a Swot analyse the strengths, weaknesses, opportunities, and threats of the company as well as of Colgate's toothpaste product line will be analysed. Furthermore additional information on the company's current market share, profitability, sales and the external environment of Colgate within the scope of the PEST analysis will be presented. At the end of the first part the competitive advantage of Colgate will be mentioned. The second part includes a suggested marketing strategy of the author using marketing tools such as segmentation targeting & positioning, SMART objectives as well as the marketing mix. To better recommend improvements, the actual state of Colgate referring to their products, objectives, etc. is in some parts shortly mentioned. At the end a conclusion is drawn concerning the current situation of Colgate and suggested improvements for the future.

Advertising Aids Study ,1984

Grow Your Practice Online - Proven Strategies to Attract and Convert New Dental Patients Adam Zilko,2018-03-26 One of the biggest challenges facing

dental professionals today is how to develop and scale a comprehensive digital marketing strategy. Sadly, many dentists, periodontists, orthodontists, and periodontal surgeons struggle to maintain their footholds offline. With resources stretched thin, coming up with the budget and developing the strategies to gain prominence on Google and elsewhere online becomes a constant struggle. Wouldn't it be great if there was a complete guide to digital marketing that was written strictly for those working in dentistry? That book is here. In this fourth edition of an Amazon Best Seller, Adam Zilko has compiled a digital strategy that can be customized for any practice, regardless of size or equity. With completely updated strategies that reflect what's working today for many top practices, *The Ultimate Guide to Digital Marketing for Your Dental Practice* contains proven strategies for attracting and converting new dental patients. **A Focus on Digital Excellence** The only way to attract a healthy stream of new, quality dental patients is to have a web presence that demands respect and attention. This book helps dental professionals get into the mindset of making their web presences patient-centric and targeted to quality patients who see the value in good dentistry. **A Success Mindset** Adam takes a unique approach that he takes with his Firegang Dental Marketing clients, and that's to get them into the proper mindset. Adam dispels common myths and helps dental professionals establish clear-cut goals and realistic expectations for building upon their dreams of dental practice success. **A Fully-Customizable Digital Marketing Treatment Plan** What follows in *Grow Your Practice Online* is a digital marketing strategy that can be used by new practices, those who have gone stagnant, and those intent on maximizing success. The book details the prospect's online journey and the many complicated paths prospects can take before they become an actual patient. The strategies are broken down so they are easy to learn and implement. **SEO, Google & Facebook Marketing** Another challenge dental professionals face is keeping up with the latest Google algorithm changes, how to optimize for Google safely so that you don't get penalized, as well as how to advertise on Google, Facebook, and other paid digital ad platforms. Adam has managed to make these facets of digital marketing easy to understand and gives plenty of advice for maximizing clicks, conversions, and return on investment. **Testing & Optimizing for Maximum Leads & Growth** The key to proper digital marketing is the study of the metrics and how to use those numbers and figures to maximize your efforts online. Dental professionals will learn how to make sense of all the noise and how to glean useful information from Google Analytics and other digital analysis platforms, as well as how to tweak campaigns over time to make them even more powerful. With an added digital marketing checklist for dental professionals and a full page of book bonuses, *The Ultimate Guide to Digital Marketing for Your Dental Practice* by Adam Zilko is a must buy.

Floss David Holland,2012-03-29 A comprehensive guide to successfully marketing your dental practice by one of the UK's foremost dental sales and marketing experts.David is a champion of innovation and marketing. His ideas and approaches should be studied if you want to stand out from the crowd...We have found his service to be exceptional! Highly recommended. Barbara Naisby, Director, Black Isle Direct, Black Isle Dental StudioDavid is a skilled communicator who has a sound understanding of the business of dentistry. Alun Rees, Principal, The Professional Coach I attended several of David's training courses on sales and I can say that he revolutionised my view and attitude to sales. He managed to educate me on a complex and big subject in ways that were instantly understood, and his effective and focused approach to his work shone through and was an inspiration to me. Sandra Kanfer Clarke attended Sales Training with David in 2003As we all know, dentistry is not just a vocation - it is also a business. Like any commercial enterprise, it has products, services and customers. Naturally, there are a number different business models that exist within the field of UK dentistry. Some businesses choose to negotiate a co-funding relationship between the actual customer and the local Health Service or an insurance provider. Others enjoy a more direct relationship with their customers.This book aims to provide dentists, practice owners and practice managers responsible for growing the business profitably, with a series of targeted strategies and methods for building a more direct and productive relationship with their customers - one that benefits both the consumer and the dental practice itself. As I am a sales expert and not a dentist, it is very possible that I may have got some of the clinical details wrong. However, don't let that put you off seeing the value of the ideas and strategies that I put forward in this book. Where appropriate, just insert the correct clinical detail and move on with adapting and implementing the proposed marketing plans within your particular clinical context.

From Search to Smile Daniel Delmain,2023-06-06 A must-read for every dentist who wants more patients! Are you frustrated by stagnant growth or uncertain about the future of your dental practice? If so, then this book is for you. Dental marketing expert Dan Delmain shares insights from his years of experience in the industry, outlining proven systems for booking more of the right patients through digital marketing and a modern website. *From Search to Smile* takes you on a journey through the eyes of your perfect patient, providing a unique perspective on how to tailor your marketing strategy to meet their needs. This easy-to-read dental marketing book is packed with actionable advice that will help your practice stop just surviving and start thriving, including: - How to identify your perfect patient -Setting your dental marketing budget -Organic marketing vs paid advertising -Dental marketing techniques that actually work -How to modernize your branding and website design -Tips for retaining patients and minimizing no-shows and cancellations -Measuring the success of your dental marketing efforts -The worst (but most common) marketing mistakes dentists make -> PLUS: Hear stories from real dentists that show exactly what's possible Dentists using these strategies have seen incredible success, including: -Increased year-over-year collections -Converting more website visitors to patients -Lower cost-per-lead for Google Ads -Growth in SEO keyword rankings -Improved social media marketing ROI *From Search to Smile* presents the topic of dental marketing in a concise, simple-to-digest format. You'll finish this book knowing how to create a proven marketing plan that drives a steady flow of high-quality new patients. Learn, apply the techniques in this book, and grow your practice with confidence.

Basic Guide to Oral Health Education and Promotion Simon Felton,Alison Chapman,2013-09-24 Step by step course companion for dental nurses studying for the Certificate in Oral Health Education. Topics covered include dental structures, anatomy and physiology, oral diseases and prevention, the principles of education, oral health and society, promoting oral health in the 21st century, patient communication, project planning and workplace assignments. This second edition has been thoroughly updated in line with the substantial changes to the role of the dental nurse since the 1st edition was published. To address this, a brand new section has been added on education and research.

Dental Industry News ,1961

Making Sense of Dental Practice Management Raj Rattan,Kevin Lewis,2017-09-29 Managing a dental practice has become increasingly complex in recent years, after changes within both the National Health Service and the private sector. Modern dental practice requires that dentists meet demanding business and management challenges as well as employing their clinical expertise. However, most dentists receive little or no formal training in practice management. In this book established management principles are applied specifically to dentistry. It shows how to best serve the interests of patients by effective management of staff, finances, premises and resources. It assumes no prior knowledge, is concise and offers clear, practical advice. It is the definitive guide for dentists, vocational trainees, dental students, practice managers and administrators, and a useful reference for those undertaking the DGDP and MGDS examinations.

Fully Booked Carolyn S. Dean,2015-10-01 Dental professionals face challenging times when it comes to running and marketing their practices. The business of dentistry is more competitive than ever and it is critical for dental professionals to make informed marketing choices. - In this book you will learn how best to: - Attract new patients to your dental practice - Retain existing patients and grow referrals - Use marketing in a well thought out and consistent way to grow your practice revenue. *Fully Booked* explains all the major aspects of traditional and online dental marketing, allowing dental professionals to put these learnings to immediate use in their practice. Dental marketing expert Carolyn S. Dean presents a proven nine-step process, delivering valuable insights, useful

tactics, and essential dental marketing knowledge. This material is presented with examples, case studies, and checklists, informed by her extensive experience in the industry and sector-specific research. Dental professionals will gain a keen understanding of how to vastly improve their dental practice's marketing strategy, online visibility, reputation, and, ultimately, revenue. Carolyn S. Dean is a highly acclaimed dental marketing specialist, dynamic seminar speaker, engaging trainer, and the founder and director of My Dental Marketing and Wellsites. She is passionate about helping dental practices deliver great marketing, build relationships with their patients, and grow their revenue.

Experiences in Marketing Management ,1965

A Clinical Guide to Applied Dental Materials Stephen J. Bonsor,Gavin Pearson, PhD BDS LDS,2012-12-05 A new textbook on the practical use of dental materials suitable for undergraduate dental students and qualified dental practitioners taking post-graduate exams in dental materials, restorative dentistry, operative techniques, advanced conservative dentistry, endodontics, removable prosthodontics and implantology. Highly practical and evidenced-based throughout - closing the gap between theory and practice to give readers confidence in selecting and preparing the right material for the patient and circumstance Amply illustrated in full colour with over 1000 photographs, artworks and tables to clearly demonstrate both materials and techniques Helps readers appreciate the important relationship between clinical manipulation and the practical use of dental materials Describes how to properly select a given material for any situation, how to use materials to best effect and when and how not to use them 'Good practice' and 'Warning' boxes help readers recall important information Uniquely written by a practising dentist with academic experience and an academic in biomaterials with extensive clinical experience Self-assessment questions with full answers helps readers consolidate learning and prepare for exams Designed to improve clinical success and improve patient outcomes Perfect for all undergraduate and postgraduate students studying dental material science and/or restorative dentistry

Dental Office Administration Geraldine S Irlbacher,Guy S. Girtel,2020-03-18 Dental Office Administration is a comprehensive resource that details the responsibilities of the dental office professional, providing practical communication techniques and tips for problem solving. It also provides the necessary clinical background information every dental office professional needs for a successful practice. Hands-on activities within the text require students to practice common tasks, such as dental charting, writing a memo, or conducting a mock telephone call with another student. A free bonus DVD-ROM for Windows includes practice management software called 'DENTRIXG4 practice management' to give students 'real world' experience managing patient data and filing electronic claims. A companion Website includes the full text and a quiz bank.

Magnetic Marketing for Dentists Dan S Kennedy,2020-11-24

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