

In Association with
Chicago Oral Surgery & Implant Center



ADVANCED DIGITAL MARKETING STRATEGIES FOR EXCEPTIONAL NEW PATIENT ATTRACTION



This course explores industry changes in online digital marketing with rapidly evolving best practices in dentistry. You will learn how to create your own comprehensive marketing strategy and learn ways to hold your marketing vendors accountable for greater returns on your investment. You will see complex strategies converted into easy-to-understand concepts you can use to eliminate the mysteries surrounding digital marketing. From websites and SEO to social media and accessibility, Cory will clear the water in today's digital sea of information.

OBJECTIVES

- Understand the essentials of digital marketing for consistent new patient growth.
- Explore key demographics required to target procedural based dentistry such as dental implants.
- Learn about the latest marketing trends and best practices including the strategic use of AI to generate marketing content.
- Capitalize on significant changes at Google that impact your visibility in Search.
- Simplify complex technologies to understand how to achieve a critical advantage in dentistry.



DATE & TIME:

Thursday, February 8, 2024

5:30pm–6:00pm *Registration*

6:00pm–10:00pm *Program*



LOCATION:

The Green

2131 N Elston Ave

Chicago, IL 60614



TUITION:

Complimentary



AUDIENCE:

General Practitioners, Implantologists,
Periodontists, Prosthodontists



AGD CODE:

690



SAC:

Straightforward



TYPE:

Lecture



CE HOURS:

4.0 hours



SPEAKER:

Cory Roletto

Jim Kondrad, Digital Solutions Specialist



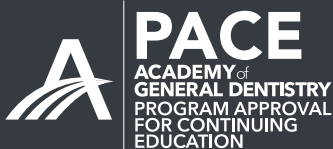
RSVP

FIRST TIME USING SKILL?

Register for a new user account at SKILL.straumann.com. Once registered, it's fast and easy to book yourself into a course. Start with the URL below. Your bookings, CE credits and credit purchases will be in your SKILL account.

QUESTIONS?

Contact: Katie Philbrick, Straumann Territory Manager,
at 773/304 6815 or at katie.philbrick@straumann.com



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6/1/2018 to 5/31/2024
Provider ID #21030

CLICK HERE TO REGISTER



CORY ROLETTO

CORY ROLETTO co-founded WEO Media in 2009 and has helped thousands of dental practices implement successful online growth strategies. He is the driving force for innovation and the practice ROI focus at WEO Media. Cory builds and trains the very work teams that deliver award winning results as an expert in online marketing strategy, lead conversion, and practice growth. Cory received a BS in Chemical Engineering and his MBA from The University of Washington where he also played Division 1 baseball. Prior to co-founding WEO Media, Cory spent 10 years at Intel as an engineer and lead executive over their competitive marketing team. He is an active member of the community, currently serving as Vice President of the NW Kidney Kids board.



REGISTRATION POLICY

- Registrations are taken on a first come, first serve basis
- Registrations are not considered final until payment is received
- Your registration will be confirmed by email within two weeks of receipt
- Partial payment cannot be accepted

CANCELLATION AND REFUND POLICY

- Cancellation made 30 days or more before the course starts: Full refund
- Cancellation made 15-29 days before the course starts: 50% of the course fee will be refunded
- Cancellation made 0-14 days before the course starts: No refund
- A \$25 administration fee will apply to all cancellations

Straumann reserves the right to cancel courses that do not meet minimum enrollment. The course fee will be refunded, in full, within two weeks of the cancelled course date. Attendance is not confirmed until attendee has received a letter of confirmation from the Straumann Education Department.