



# DENTAL MARKETING BOOT CAMP

The nations most innovative 2-day training course ever devised to generate leads and consistent patient-flow

## Essentials

May 17<sup>th</sup> - 18<sup>th</sup>

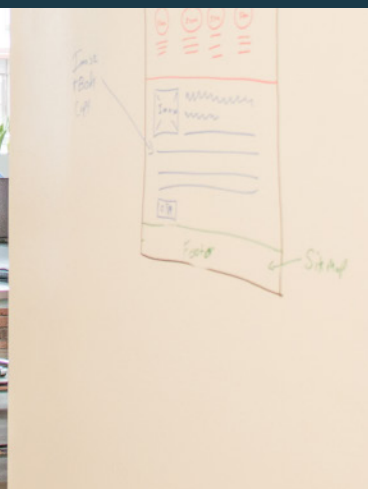
June 14<sup>th</sup> - 15<sup>th</sup>

July 12<sup>th</sup> - 13<sup>th</sup>

## Advanced Techniques & Innovations

June 28<sup>th</sup> - 29<sup>th</sup>

July 26<sup>th</sup> - 27<sup>th</sup>



## OVERVIEW

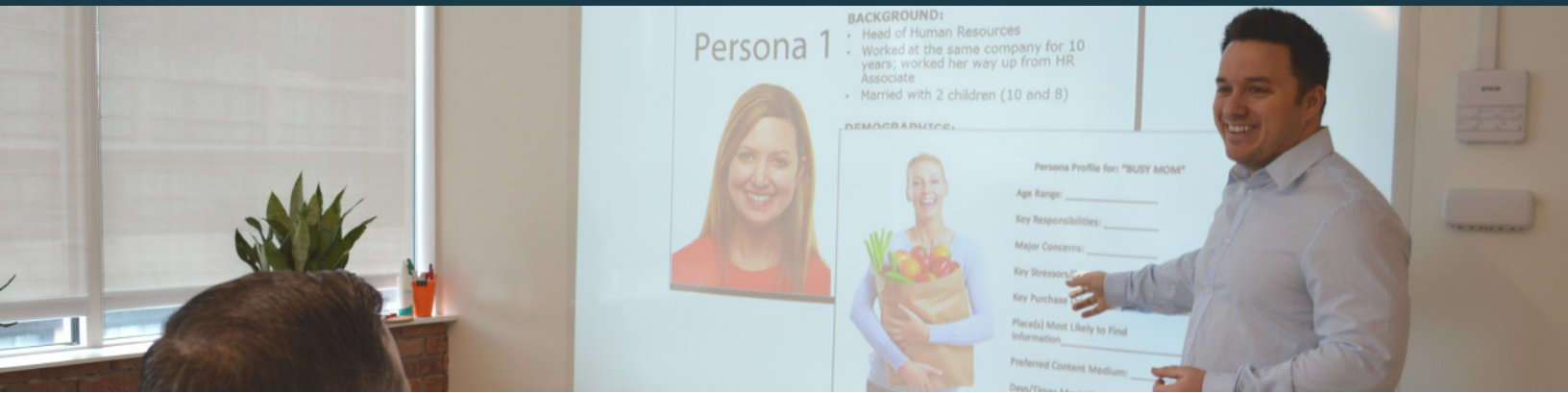
Generating new patients is the cornerstone to growing a successful practice. To do this, most dental practices outsource their marketing efforts to companies and agencies.

The problem is, many of these companies are not familiar with your patients, your location, and your unique challenges.

So, what if the marketing expertise could be taught to your staff who know your practice best? That's where Farotech comes in.

Over the last 17 years, Farotech has been one of the most successful dental marketing agencies in the United States, specializing in lead generation, lead nurturing, and referral based systems.

***Our goal is simple:*** to create a series of accelerated training courses that can teach one of your staff members how to do marketing for your practice that will generate more potential clients, extend your brand, and develop a referral based marketing system.



## COURSE SCHEDULE

Day 1

The course is structured in 1 hour time slots, with 40 minutes of training and 20 minutes of breakout sessions. There are brief breaks after every hour. During the group breakout sessions, you will workshop answers to your specific marketing problems.

Day 2

We focus most of our time and energy on application. We will workshop solutions for your practice by applying the skills you learned on day 1, and create a roadmap for your marketing plan to utilize when you go back to your practice.

## COURSE DETAILS

Dental Marketing Boot Camp is the most innovative 2-day training course ever devised to generate leads and consistent patient-flow.

This program is designed for dentists, office managers, and marketing team members who are responsible for their practice's marketing efforts.

**We offer two courses:**

Course 1

ESSENTIALS

Course 2

ADVANCED TECHNIQUES  
& INNOVATIONS

Each course will be held in our office in the suburbs of Philadelphia with our marketing experts.





## WE WILL TEACH YOU HOW TO...

- Identify your ideal patient personas
- Assess your website's usability and conversion rates
- Research critical keywords and develop a strategy to rank for them on the first page of Google, Yahoo, and Bing
- Develop a content strategy that strategically places tracking code on your users' computers, so you can rank and lead score each individual based upon their engagement with every level of our marketing
- Systematically connect your website forms, landing pages, and videos to your CRM
- Build drip marketing and slippage campaigns, using marketing automation
- Develop organic and paid social media strategies that generate leads and nurture leads
- Aggregate data from each part of your marketing campaign
- Develop traffic goals that lead to potential new patients and networking opportunities that can be tracked through an easy-to-understand analytics program
- Produce bite-sized videos that seamlessly integrate with your company's branding and messaging
- Develop Pay Per Click and social advertising strategies that focus on your potential target audience
- Create customized messaging to get the right message to the right patient at the right time

Courses fill up quick so don't wait to reserve your spot in our next course!  
Visit [dentalmarketingbootcamp.net/registration](https://dentalmarketingbootcamp.net/registration) to register.

## PRICING

Essentials	Advanced Techniques & Innovations
<b>\$1500</b>	<b>\$2000</b>
Branding Your Content Strategy	Ideal Client CPA Costs
SEO	Advanced SEO
Social Media Advertising	Advanced Social Media Advertising
PPC Advertising	Advanced PPC Advertising
Lead Generation and Nurturing Referral Based Systems	Advanced Lead Generation and Nurturing Referral Based Systems

## COURSE CALENDAR

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May 17 <sup>th</sup> - 18 <sup>th</sup>	July 12 <sup>th</sup> - 13 <sup>th</sup>
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## TRAVEL INFORMATION

Farotech is located in Conshohocken PA, about 25 minutes outside of Philadelphia.

If you are coming from out of town, we can provide you with excellent recommendations for where to stay and which restaurants to go to.

**Address: 1100 E Hector Street #305, Conshohocken, PA 19428**