

Registration Now Open!


CE EVENT | 3 CE Credits AGD PACE

PROVEN STRATEGIES TO ACCELERATE IMPLANT PRACTICE GROWTH

Cory Roletto on advanced digital marketing strategies that generate action & Patti Williamson on converting leads and improving case acceptance

 THURSDAY APRIL 18TH, 2024

 6:00 PM - 9:00 PM

 **Acqua-Dent, Inc.**
516 New Jersey 33
Millstone, NJ 08535

Sponsored By:



THE SPEAKER LINEUP



**Cory
Roletto**

CEO & Co-founder at WEO
Media

Cory Roletto co-founded WEO Media in 2009 and is a multi-award-winning innovator of dental marketing. Cory has helped thousands of dental practices implement successful online growth strategies resulting in increased lead generation/conversion and significant practice ROI. His straightforward approach breaks down many complex marketing strategies into easy-to-understand concepts.

Cory Roletto received his MBA from the University of Washington. Prior to co-founding WEO Media he spent over a decade at Intel as an engineer and lead executive of their competitive marketing team.



**Patti
Williamson**

Dental Consultant
ImplantEMPOWERMENT |
PMW Consulting

Patti has helped practices across the U.S. increase their implant case acceptance in various senior sales and management positions for large implant manufacturers.

She now presents at local, national, and global meetings on "Improving Dental Implant Case Acceptance and How to Find the All-on-X Patient."

Patti effectively draws upon her 27 years of experience in the dental implant space to share real-life experiences and best practices in sales, marketing, and practice management with her passion of helping practices grow their implant business and better serve their patients.



WEO Media
Nationally Approved PACE Program Provider for FAGD/MAGD credit.
Approval does not imply acceptance by any regulatory authority or AGD endorsement.
3/1/2022 - 2/28/2026 Provider ID# 38246

PRESENTATION DETAILS



Advanced Digital Marketing Strategies that Generate Action

Explore the latest industry changes in online digital marketing with rapidly evolving best practices for generating targeted dental implant leads. You will learn how to create your own comprehensive marketing strategy and be able 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 Google Adwords, Cory will clear the water in today's digital sea of information.

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.



Converting Leads and Improving Case Acceptance

Who does not find selling implant treatments to be difficult? Dental implant case acceptance relies heavily on communication skills that begins when the phone rings and much earlier with existing patients. While digital marketing may involve hard-skills, getting to "yes" in case acceptance will require soft-skills and strong emotional intelligence -just as essential as clinical skills if you plan to enlist your patients into a commitment to ultimate care. How you train and involve your entire team will determine the success of your implant practice.

Understand how to implement consistent messaging across your team to increase case acceptance.

Learn how to evaluate and expand your patient education tools for increased adoption.

Develop and utilize critical listening skills in your patient communication routines.

How to optimize patient motivation for dental implant treatment.

Learn how to identify patient personality types to build faster rapport and increased levels of trust.



Register Today!

www.bit.ly/Strategies2024

\$49.00, Dinner included
Limited Seating Available
3 CE Credits AGD PACE



WEO Media
Nationally Approved PACE Program Provider for FAGD/MAGD credit.
Approval does not imply acceptance by any regulatory authority or AGD endorsement.
3/1/2022 - 2/28/2026 Provider ID# 38246