

PRESENTATION INFORMATION

DENTAL MARKETING & PRACTICE GROWTH

CORY ROLETTO, MBA
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"Great presentation in Vegas! I learned a lot about SEO and the importance of videos and gathering reviews!"

- Dr Robert Shumate

"Cory Roletto gave a great presentation on digital marketing for dental offices. Very informative with some good free advice especially concerning Google My Business. I would highly recommend talking to Cory for help setting up your Google profile the right way. He also gave good advice concerning Google Pay per Click."

- Dr. Adam Bratland

"Enjoyed the presentation! Informative and easier to understand than other presentations I've heard."

- Dr. Patrick Im

"Cory presented to a group of us oral surgeons and dentists in Kentucky and his knowledge on digital marketing was incredible... so informative with regard to marketing, improving your ranking on data searches, keeping track of practice leads, improving your website and improving patient experiences on your website."

- Dr. Kelsey Menegotto

"What a fantastic wealth of information!
Online marketing strategies on a black belt
level! There is so much more involved in
SEO and managing your online presence
than most ever thought possible. Mr.
Roletto was a very engaging speaker.
Effectively conveying the intricacies of SEO,
he made this topic easy to understand. A
true master in the SEO and online
marketing arts!"

- Dr. Kevin Hudson



CORY ROLETTO, MBA



EDUCATIONAL PROGRAMS

ADVANCED DIGITAL MARKETING STRATEGIES FOR EXCEPTIONAL NEW PATIENT ATTRACTION

Lecture and Interactive Session | 90 Minutes - 2 Hours (May be combined with other lecture topics time permitting, by request.)

OVERVIEW -

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 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 Ads, 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 Al 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.

"Excellent lecture. Very concise and easy to understand for a subject that can get overwhelming."

- Dr. Luis Martinez





EDUCATIONAL PROGRAMS

REPUTATION MANAGEMENT

WITH A DIGITAL-AGE PERSPECTIVE

Lecture and Interactive Session | 1 Hour – 90 Minutes (May be combined with other lecture topics time permitting, by request.)

OVERVIEW -

Beyond Google reviews, your reputation is inseparably connected to your career in dentistry. And ignoring current technologies now common in reputation management can give competitors an advantage. This course will expand on the latest trends in online reviews from Google and Facebook, to Yelp and Healthgrades and how you can foster, promulgate, and manage your reputation with advanced technology and simple internal systems. Best practices for interacting with online reviewers will be explored in detail.

— OBJECTIVES —

- Evaluate critical online review factors that influence decision making and inspire trust.
- **Solution** Explore current trends in the way people now rely on reviews particularly in healthcare.
- Identify what factors matter most to online consumers looking for a dentist.
- Understand professional protocol for responding to online reviews.

✓ Learn how reputation management technologies can impact Search Engine Optimization (SEO) and how to maximize those benefits.

"Cory gave a great presentation on dental marketing. I appreciated his knowledge on the subject and interaction with the group. Thanks Cory!"

- Dr. Ben Thomas





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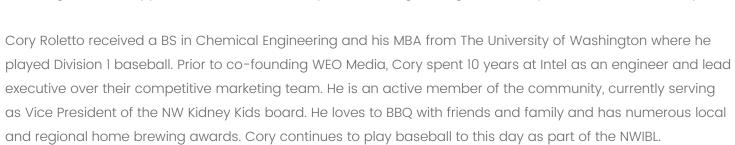
ABOUT YOUR SPEAKER

CORY ROLETTO, MBA

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 is lecturing across the United States at Dental Conferences, Study Clubs, Dental Societies, Symposiums, and Webinars covering various topics related to online marketing.





WEO Media is the only four-time winner of the Best of Class Technology Award for websites and online marketing as presented at the annual ADA Conference each year. WEO Media is also one of the few marketing companies to be a certified Agency for Google, Facebook, and Healthgrades in the dental industry.

"Very informative, in touch with the demands of the industry"
-Heather Jones. DDS







PARTIAL LIST OF PAST SPEAKING EVENTS

SPEAKING ENGAGEMENTS

ADA Annual Conference

Oregon Dental Conference

San Diego Dental Society

California Association of Orthodontists

Santa Clara Dental Society

Multnomah Dental Society

Oregon AGD

Seattle-King County Dental Society

Washington County Dental Society

Marion Polk Dental Society

Burkhart Dental Symposium

4th District North Texas Dental Society

California Dental Association - CDA Presents

Alameda Dental Society

Seattle Study Club, Greenwich CT

MACD Study Club of Massachusetts

Southern Oregon Dental Society

St. Clair Dental Society

Beacon Mini Implant Residency

The Dental Digital Podcast

Midwest Dental Assembly

Academy of Osseointegration

Indiana Dental Association

Tar Heel Perio Study Club

Lane County Dental Society

San Gabriel Valley DS

Pinellas County Dental Association

Progressive Oral Surgery Study Club

NY County Dental Society

Kentucky Oral and MFS Group

Kitsap County Dental Society

Northern Georgia Dental Society

Yakima Valley Dental Society

Envista Summit - Nobel Biocare

Southern Westchester Dental Forum

Seattle Study Club of Rochester

"Great presentation on dental marketing trends in Las Vegas 2023."

- Dr. Oscar Marin

"Very knowledgeable! Answers all questions, knows SEO and PPC. Thank you!"

- Dr. Zachary Soard

