

PRESENTATION INFORMATION
**DENTAL MARKETING
& PRACTICE GROWTH**

CORY ROLETT, MBA
Co-founder and Partner at WEO Media



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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



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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 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.

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

– Dr. Luis Martinez



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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.
- ✓ 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 ROLETTA, 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. His straightforward approach breaks down complex marketing strategies into easy-to-understand concepts.

Cory Roletto received a BS in Chemical Engineering and his MBA from The University of Washington where he 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. He loves to BBQ with friends and family and has numerous local and regional home brewing awards. Cory continues to play baseball to this day as part of the NWIBL.

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



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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



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