

PRESENTATION INFORMATION

# Dental Marketing & Practice Growth

**Ian McNickle, MBA**

Co-founder and Partner at WEO Media

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## PRESENTATION INFORMATION

### Dental Marketing & Practice Growth

- ✓ **How do you start to put together a dental marketing program?**
- ✓ **What are the best and most cost effective ways to acquire new patients?**
- ✓ **How can you measure the impact of your marketing and understand ROI?**
- ✓ **What questions should you ask when selecting a marketing firm?**

Most dentists have asked these questions at some point in their career. This is really not a surprise. The marketing world changes extremely fast so unless it's your full-time job it is very difficult to keep up with the latest strategies and information.

These course topics are normally combined so that multiple topics are covered during a single lecture.

#### **Courses are offered in the following format:**

- Evening lecture (90 minutes - 2 hours)
- Half -day seminar / workshop (3 - 4 hours)
- Full-day seminar / workshop (5 - 6 hours)

During the seminar / workshop format we dedicate time to providing feedback and analysis to attendee's websites, SEO, social media, etc. in real time. This creates a very interesting and interactive format where we teach a section and then immediately apply it to the attendee's marketing. It reinforces lessons taught during the course, and improves learning retention.

### Course Offerings

- » **The Bottom Line:** High Impact Dental Marketing and Measuring ROI
- » **Website Optimization and Lead Conversion**
- » **Online Marketing Workshop:** SEO and PPC – How to Drive New Patient Growth
- » **Online Reputation Management:** Generating Good Reviews and Dealing with Bad Reviews
- » **Video Marketing/YouTube:** Unleash the power of videos & YouTube
- » **Social Media and the Modern Dental Practice:** Best Practices and Effective Strategies
- » **The Top 25 Most Common Marketing Mistakes And How To Fix Them**

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## EDUCATIONAL PROGRAMS

# THE BOTTOM LINE: HIGH IMPACT DENTAL MARKETING AND MEASURING ROI

Combination of Lecture and Interactive Session / Ian McNickle

### Overview

This course will explain the critical components required for creating a comprehensive dental marketing program. You will learn which items to include, how they work, how they are measured, and how to implement them. Topics normally include website optimization, search engine optimization (SEO), pay-per-click marketing (PPC), social media, video marketing, referral marketing, online reputation management, and developing an overall marketing strategy.

### Course Objectives

- » Define components of comprehensive dental marketing program
- » Understand how each component works
- » Understand how to implement components
- » Understand how to measure effectiveness and ROI for each component

*"Our members really enjoyed your marketing lecture. It was very informative and well done. Everyone was engaged, and left with lots of valuable marketing tips and strategies. Thanks Ian!"*

Dr. Andrew M. Alpert  
Triple Win Study Club - Miami, FL



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EDUCATIONAL PROGRAMS

# WEBSITE OPTIMIZATION AND LEAD CONVERSION

Combination of Lecture and Interactive Session / Ian McNickle

## Overview

Are you effectively capturing new patient leads from your website? Most people have no idea if this is happening or not. If not, you're missing out on a huge opportunity to generate new opportunities and grow your practice. In this session, we'll discuss ways you can optimize your website to generate the most leads possible as well as how you can track and measure the impact those leads are having on your practice.

## Course Objectives

- » Understand how to determine if your website is really working properly and producing results
- » Review best practices for website design and layout
- » Learn implementation tips for maximizing website lead conversion
- » Discuss how to track and measure ROI (Return On Investment) for incoming leads
- » Review dental website case studies to understand concepts

*"I frequently speak at dental conferences and study clubs all over the country, and often get to see other speakers. I've shared the stage with Ian on a number of occasions, and I've always been impressed by his knowledge of dental marketing. He has a unique ability to clearly explain technical issues like SEO, and creative topics like social media in such a way that attendees can really grasp the details. He always brings new information and research to his presentations which I really appreciate. Every dentist should attend Ian's seminars!"*

Lorne Lavine, DMD  
Speaker, Author, Consultant

## PRESENTATION INFORMATION

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## EDUCATIONAL PROGRAMS

# ONLINE MARKETING WORKSHOP: SEO AND PPC – HOW TO DRIVE NEW PATIENT GROWTH

Combination of Lecture and Interactive Session / Ian McNickle

## Overview

This course will break down the complexities of SEO (search engine optimization), and PPC (pay-per-click) marketing. Attendees will learn the “real story” about SEO. This topic is widely misunderstood and very few lecturers in the dental industry truly understand how it works at a fundamental level. With his engineering and marketing background Ian is uniquely qualified to explain the technical aspects of how SEO and PPC work, how to implement them, and how to measure their results. SEO and PPC techniques taught in this course are based on the collective learning and measured data from hundreds of clients’ dental websites.

## Course Objectives

- » Understand how SEO and PPC work
- » Learn about the most important factors for improving your SEO performance
- » Learn implementation strategies you can do yourself
- » Understand key performance indicators that drive SEO and PPC success
- » Understand how to measure results and quantify Return on investment.
- » Learn key questions to ask when selecting an SEO and PPC vendor

*“Ian, we really appreciated you visiting our study club and lecturing about the key aspects of dental marketing. Our members really enjoyed your presentation, and the feedback was very positive. There were some great takeaways in there. Thanks.”*

Dr. Christopher Choi  
Inland Empire OMFS Study Club – Rancho Cucamonga, CA



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EDUCATIONAL PROGRAMS

# **ONLINE REPUTATION MANAGEMENT: GENERATING GOOD REVIEWS AND DEALING WITH BAD REVIEWS**

**Combination of Lecture and Interactive Session / Ian McNickle**

## **Overview**

One of the most annoying aspects of running a dental practice is dealing with negative online reviews. In this course we'll explore how the major review sites work, what you can and cannot do about reviews, and how to proactively build an outstanding online reputation. The course will cover the most important review sites such as Yelp, Healthgrades, and others. In addition, social media as it pertains to online reputation will be covered in this highly informative course.

## **Course Objectives**

- » Learn about the most important review sites for a dental practice
- » Learn how review sites work, and their related policies
- » Understand what you can and cannot do on review sites
- » Strategy overview for generating positive online reviews
- » Learn about your options when dealing with negative online reviews

*"Thank you for an awesome presentation at our annual Hawaiian Dental Forum in Kauai. Your keynote presentation on Dental Websites, SEO, and Social Media was timely and on target to inform our attendees of all the "need to know" aspects of dental marketing. The positive feedback we received was overwhelming. We look forward to having you back in the future."*

Drew F. Spencer, DDS  
Dental Seminars & Symposia, LLC



## PRESENTATION INFORMATION

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## EDUCATIONAL PROGRAMS

# VIDEO MARKETING AND YOUTUBE

Combination of Lecture and Interactive Session / Ian McNickle

### Overview

One of the most powerful trends in online marketing today is the rapid adoption of video into websites and social media platforms. Videos allow practices to improve their website conversion and SEO rankings, as well as generate significant engagement with their social media channels. When applied properly videos can greatly improve the results practices enjoy from their marketing efforts.

### Course Objectives

- » Review the various types of videos to produce for your practice
- » Learn about the impact videos can have on your SEO and website performance
- » Understand how You Tube works, and how to integrate into your website
- » Watch examples of properly produced videos
- » Discuss best practices for tracking results

*"Hi Ian, I wanted to thank you again for your informative and interesting presentation. It exceeded our expectations. I hope we will utilize all the information and become a powerhouse of the media! Thanks again."*

Jennifer Metzger - Study Club Coordinator  
Central Florida Occlusal Study Club - Dr Michael Langan



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# SOCIAL MEDIA AND THE MODERN DENTAL PRACTICE

Combination of Lecture and Interactive Session / Ian McNickle

### Overview

This course will explore the world of social media. Attendees will learn about numerous social media platforms and channels including Facebook, You Tube, Pinterest, Twitter, LinkedIn, and more. Attendees will learn how each channel works, how a dental practice can leverage each channel, implementation strategies, and measuring results.

### Course Objectives

- » Overview of most important social media channels for a dental practice
- » Understand how each channel works and how to leverage them
- » Understand how to utilize paid ads on certain channels
- » Understand implementation strategies
- » Understand how to measure effectiveness

*"Ian and I first met at a Director's meeting several years ago. His easy going nature made our interactions natural from the beginning. Behind this relaxed demeanor is a truly innovative leader in practice marketing. Ian's depth knowledge on website design, search engine optimization, and social media are exceptional and he provides cases based learning using examples of WEO's quantifiable success with multiple dental clients. Beyond this, he and his consultant reviewed member's websites and gave suggestions for improvement at the end of our meeting. All dentists in every specialty must recognize the need to be proactive with their digital presence and Ian provides a great foundation to achieve this through WEO Media."*

Dr. Ryan Harris Diplomate, American Board of Periodontology Director  
Western Ohio Study Club

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## EDUCATIONAL PROGRAMS

# The Top 25 Most Common Marketing Mistakes And How To Fix Them

Combination of Lecture and Interactive Session / Ian McNickle

### Overview

This program covers a wide range of topics where mistakes are commonly made including websites, SEO, PPC, social media, videos, and online reputation. We will review common mistakes people make, and what they should do to get the best results, avoid pitfalls, etc. In addition, we will highlight best practices for what should be done in all these critical areas of digital marketing.

### Course Objectives

- » Overview of the 6 pillars of online marketing
- » Discuss common mistakes made with websites (platform, content, layout, code, etc)
- » Review failed social media strategies and how to improve them
- » Explore why SEO often doesn't work and how to properly optimize your Google rankings
- » Discuss typical errors made when running paid click campaigns (PPC) on Google and Facebook

*"Ian, thanks for helping us out on short notice. Our attendance was higher than expected due to your interesting and timely topic. We received a lot of great feedback from our members and look forward to having you speak to our study club again next year. Great job!"*

Dr. Fred Hammond & Dr. Larry Addleson  
San Diego Advanced Study Club - San Diego, CA.



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# ABOUT YOUR SPEAKER: IAN MCNICKLE, MBA

Ian McNickle is a nationally recognized marketer, speaker, and author. He has twice been named a top CE Leader and Consultant by Dentistry Today (2020, 2019). Ian published his first book in 2019, Mastering Practice Growth: The Definitive Guide to Growing Your Dental Practice or Dental Group. Over his career he has developed significant expertise in online marketing, website optimization & lead conversion, search engine optimization (SEO), pay-per-click marketing (PPC), social media, video marketing, online reputation management, direct-to-consumer marketing (print, radio, TV, mailers), marketing strategy, dental practice growth, and related topics.

Ian lectures all over North America at dental conferences, study clubs, dental societies, and conducts numerous seminars and webinars. His teaching style breaks down the complexities of dental marketing in an easy to understand approach that the non-marketer can comprehend and implement. Attendees frequently make comments like "That was the best marketing seminar I've ever been to; now I understand this stuff."

Ian is a Co-Founder and Partner at WEO Media, a national dental marketing firm where he leads their consulting, sales, and marketing teams, as well as product development activities. Under his leadership WEO Media has grown quickly to become one of the leading dental marketing firms in the country, and has gathered an impressive list of endorsements and testimonials.

WEO Media is a four-time winner (2019, 2018, 2017, 2016) of the Best of Class Technology Award for websites and online marketing. The award is presented at the annual ADA Conference each year. In addition, WEO Media is a Certified Partner Agency for Google and Healthgrades.

Ian has a BS in Mechanical Engineering from Washington State University, where he was also a graduate of the University Honors Program. In addition, he has an MBA from the University of Washington where he graduated Cum Laude.

Ian is an avid endurance athlete having competed in Ironman triathlon, marathon, and ultra-marathon events. His favorite activity is simply spending time with his wife Andrea, and three kids Evelyn, Morgan, and Brendan.

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# MASTERING PRACTICE GROWTH BY IAN MCNICKLE

The definitive guide to growing your dental practice or dental group

## A comprehensive resource guide for any dentist or dental manager looking to grow their organization

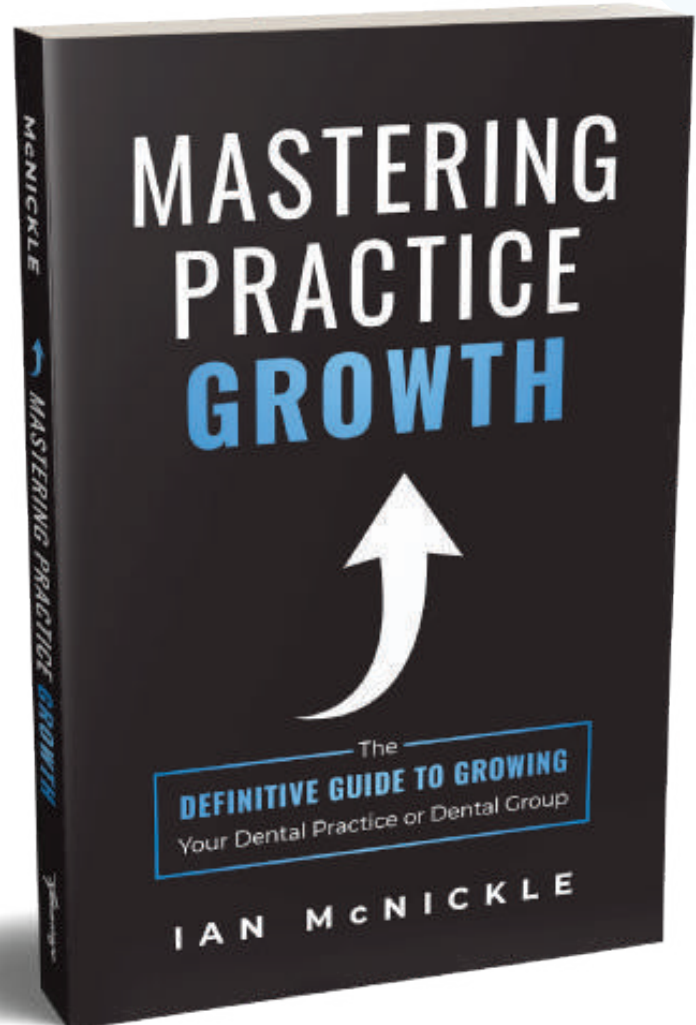
Whether you have one location, or ten locations and want to grow much larger, this book has a lot to offer everyone.

Mastering Practice Growth covers a wide variety of topics and offers plenty of specific tips and best practices so readers can immediately take and implement the knowledge to build their practice.

## A wealth of resources to grow your practice

Mastering Practice Growth contains a combination of practical "how to" instructions, as well as detailed overviews for industry leading companies who can really move the needle in your dental practice or group. During the research for this book, Ian McNickle researched over 100 companies in an attempt to find the best companies in each category.

**Don't wait, explore how to take your practice to the next level.** Learn more and browse the available resources at [www.MasteringPracticeGrowth.com](http://www.MasteringPracticeGrowth.com).



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# SPEAKING ENGAGEMENTS

## Partial List of Past Speaking Events

### Dental Conferences

- ADA Annual Conference (4X - Denver, Atlanta, Honolulu)
- Chicago Midwinter Meeting (Chicago, IL)
- CDA Anaheim (3X - Anaheim, CA)
- CDA North (2X - San Francisco, CA)
- American Association of Orthodontists (Iselin, NJ)
- Ormco Damon Forum (Palm Desert, CA)
- Nobel Biocare Global Symposium (Las Vegas, NV)
- ADA National Executive's Meeting (Chicago, IL)
- AGD National Executive's Meeting (Chicago, IL)
- Seattle Study Club Annual Symposium (Amelia Island, FL)
- Seattle Study Club Director's Summit (Seattle, WA)
- Seattle Study Club Coordinator's Conference (Seattle, WA)
- Nobel Biocare Desert Region Conference (Scottsdale, AZ)
- Nobel Biocare Southeastern Implant Conference (Atlanta, GA)
- The Texas Dental Association Meeting (San Antonio, TX)
- ADCPA Annual Conference (Fort Worth, TX)
- Western Society of Periodontology (Seattle, WA)
- Oregon Dental Conference (3X - Portland, OR)
- New Orleans Dental Conference (New Orleans, LA)
- WA AGD (3X - Seattle, WA)
- Central New York Dental Conference (Syracuse, NY)
- AzDA Western Region Dental Conference (Phoenix, AZ)
- San Diego Dental Conference (San Diego, CA)
- Greater Long Island Dental Meeting (Long Island, NY)
- Hawaiian Dental Forum (Kauai, HI)
- Idaho State Dental Conference (2X - Sun Valley, ID)
- Seattle-King County Dental Society (Seattle, WA)
- Multnomah County Dental Society (Portland, OR)
- Inland NW Dental Conference (Spokane, WA)
- Washington County Dental Society (Beaverton, OR)
- Marion-Polk Dental Society (Salem, OR)

### Study Clubs

- Dr. Allen Chen (Renton, WA)
- Dr. Bradley McAllister (Beaverton, OR)
- Dr. Keith Hasday (Long Island, NY)
- Dr. Klaus Yi (Rancho Mirage, CA)
- Dr. Jeff Wasielewski (Ann Arbor, MI)
- Dr. Larry Martin (Mason, OH)
- Dr. Greg Kammeyer (Glendale, AZ)
- Dr. Suresh Goel (Rochester, NY)
- Dr. Scott Frank (Chicago, IL)
- Dr. Fred Hammond (San Diego, CA)
- Dr. Stephen Rimer (Boca Raton, FL)
- Dr. Frank Frishkey (Houston, TX)
- Dr. Bob Gottlieb (Richland, WA)
- Dr. Constantin Farah (Canton, OH)
- Dr. Mark Zablotsky (Sacramento, CA)
- Dr. Tim Welch (Eugene, OR)
- Dr. Marvin Johnson (McMinnville, OR)
- Dr. Allen Pulsipher (Murrieta, CA)
- Dr. Clayton Fulks (Hendersonville, TN)
- Dr. Jorge Ramirez (Miami, FL)
- Dr. Andrew M. Alpert (Aventura, FL)
- Dr. Cheryl Robins & Dr. Jeffrey A Zissu (Milburn, NJ)
- Dr. Chris McFarlane (Oshkosh, WI)
- Dr. Scott Hoyer & Dr. Troy Alton (Madison, WI)
- Dr. Mike Williamson (Austin, TX)
- Dr. Paul Metz (Houston, TX)
- Dr. Rick A. Munaretto & Dr. Vladana Babacic (Chicago, IL)
- Dr. Ryan Harris (Miamisburg, OH)
- Lehigh Oral Surgery Study Club (Allentown, PA)

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