

## PRESENTATION INFORMATION

# Dental Marketing & Practice Growth

**Cory Roletto, MBA**

Co-founder and Partner at WEO Media

Mobile: (503) 819-8641

Office: (888) 246-6906

Email: [cory@weomedia.com](mailto:cory@weomedia.com)

[www.weomedia.com](http://www.weomedia.com)



COURSE TOPIC

# Advanced Marketing Strategies for Accelerating Practice Growth

Combination of Lecture and Interactive Session / Cory Roletto

## Overview

This course will cover the most recent changes in online marketing and provide the components needed to create a comprehensive marketing strategy for both existing practices or start-ups. You will learn the key items to implement, how they work, and how to measure success. In this session we will discuss changes in Google's algorithm, website optimization, social media, accessibility, and ways you can optimize your website to generate new patients.

## Course Objectives

- » Learn the latest marketing trends and best practices for attracting high quality patients
- » Capitalize on critical changes recently made by Google that impact your practice
- » Understand the essential "why" of sound marketing practices
- » Explore key demographics required to target procedural based dentistry
- » Critical advantages for expanding communication technologies to accelerate growth



## **ABOUT YOUR SPEAKER: CORY ROLETTO, MBA**

Cory Roletto co-founded WEO Media in 2009 and has helped over a thousand 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 work teams that deliver Search Engine Optimization (SEO), Pay-per-Click (PPC), Social Media, Video Marketing, Online reputation, Website Design and Optimization, Direct-to-Consumer marketing (Print, radio, TV, mailers). He is an expert in online marketing strategy, lead conversion, and practice growth.

Cory has lectured across the United States at Dental Conferences, Study Clubs, Dental Societies, Symposiums, and through Webinars covering various topics related to online marketing. His straight forward approach breaks down complex marketing strategies into easy-to-understand concepts. Attendees often say, *“I feel like I actually understand how SEO works”*, or *“No one has ever explained that to me before, SEO and PPC are no longer a mystery”*.

WEO Media is the most recent, and 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 both Google and Healthgrades in the dental industry.

Cory received a BS in Chemical Engineering and MBA from the University of Washington where he played Division I baseball. 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.



# **SPEAKING ENGAGEMENTS**

## **Partial List of Past Speaking Events**

- ADA Annual Conference
- Oregon Dental Conference
- Oregon AGD
- San Diego Dental Conference
- California Association of Orthodontist
- Santa Clara Dental Society
- Multnomah Dental Society
- Seattle-King County Dental Society
- Washington County Dental Society
- Marion Polk Dental Society
- Seattle Study Club
- Burkhart Symposium

