

Social Media and Marketing Course – webinar topics and information

Webinar 1.

‘Different platforms of Social Media’

Together we will make your Social Media pages stand out with:

- correct image sizing and layout for all Social Media platforms – giving faster loading times and an overall crisp, clean and consistent look
- a planning software to schedule your posts - post when people are watching at peak times
- automatic posts - to save time and administration
- tips on educational, fun and promotional posts - to keep your audience interested
- a step by step guide to have a clickable link to your website - to make your Social Media actionable
- only one website to manage all your Social Media from – a clear controlling system

Webinar 2.

‘Social Media Technologies’

We will train you on other Social Media technologies that will impress your audience by:

- using a directory of advanced video and audio implementation on all Social Media platforms - bringing your posts to life
- providing a quick guide to posts relevant to your business – using proven and exciting posts to your advantage
- presenting a list of key bloggers to follow, relevant to your business so that you can educate patients through blogging/newsletters
- using a software to use Social Media as a free mini-website – catch the visitor’s attention in four seconds or less with your unique selling proposition

Webinar 3.

‘increasing Social Media following’

You will learn how to enhance your Social Media following by:

- using a template of key groups and associations to join, follow and advertise in for free
- linking directly within your in your email, website and Dental Software to gather free Social Media awareness
- increasing patient reviews/testimonials - adding further ways for patients to write them and grade your services
- managing your Social Media pages so team members can invite their friends/followers to like and follow your business

Social Media and Marketing Course – webinar topics and information continued

Webinar 4.

'No cost internal marketing'

We will show you how to use your Dental Software as a free marketing tool by:

- adding marketing text to the standard printouts/emails for patients
- sending free internal emails through your Dental Software – staggered, automatic emailing to save administration
- avoiding emails running into spam/junk folders with a clear guide on words to avoid.

Free advertising from other websites through website links

Finding your business first - register with popular search engines in the UK

How to connect with professionals through Social Media for referrals and recommendations of your business

Webinar 5.

'Low cost internal marketing'

You will learn 'do it yourself', in-house marketing methods through:

- leaflet, poster, business card and flyer design with quick and easy templates
- slideshow design templates for internal screens with a professional, free video creation software
- automated staggered SMS mailing – saving administration costs and time through your Dental Software, making the most out of limited space in SMS messages and avoiding flash messages
- creating online competitions through Social Media to encourage awareness of your business
- tips on lowering costs on direct/bulk mailing projects and receiving a free price comparison on print and postal costs

Webinar 6.

'Measuring the success of Social Media and Marketing'

We will train you to control and monitor success of your new marketing by:

- using your Dental Software to monitor new patient referral sources, where to find these reports
- monitoring Social Media following on all platforms and benefit from having more followers
- finding statistics on posts, comments and tweets – giving you a clear indication of what your audience interacts with best
- receiving monthly statistics on search engine traffic/website by email – showing your most popular pages and highlighting others that are underperforming