

About the Program

Dental Digital World will discuss how the digital world is changing, and how it affects dentists and their practices. Digital platforms such as Google make changes to their algorithms every day. Keeping up with the changes can sometimes seem impossible when your area of expertise is dentistry. In this program, you will be provided with statistics and research on how Google, Social Media, Reputation Sites (such as Yelp), and other highly trafficked websites affect the dental industry.

This course is designed to be a digital check-up and give you tactics and techniques to help you maintain and improve your Google positioning, Social Media management, Digital Reputation, and all other aspects of Digital Marketing. The goal is to provide knowledge you can put to immediate use in your practice.

About the Speaker

John E. Marks studied Business and Marketing at Brigham Young University – Idaho where he earned his BA. John and his family have lived in beautiful North Idaho for the last 13 years, where he and two other partners (Richard Marks CEO and Dr. Rick Ballard DDS, PC) own and manage DentalROI (a digital marketing agency that specializes in helping doctors grow their online presence).

John is an owner and Director of Marketing/COO for DentalROI. He has helped many dentists increase their average new patient count by over 20-30 a month through digital marketing efforts. He loves all things digital marketing and consults with dentists all over the nation.

