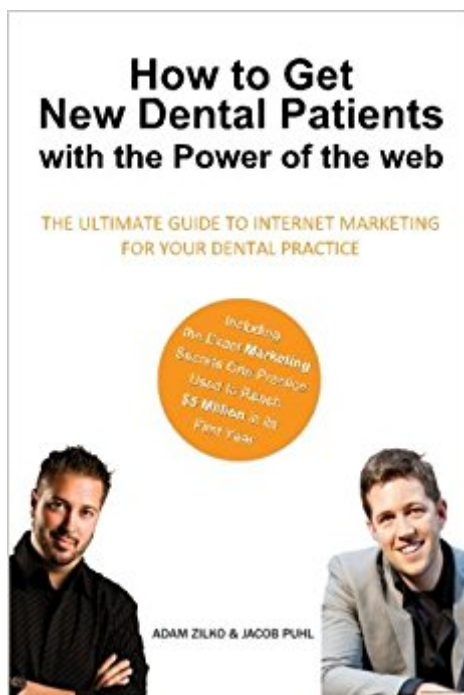


The book was found

How To Get New Dental Patients With The Power Of The Web - Including The Exact Marketing Secrets One Practice Used To Reach \$5,000,000 In Its First ... Internet Marketing For Your Dental Practice



Synopsis

Imagine turning your dental practice into one that earns \$5 Million per year - not five years from now, not ten years from now, but this year and starting right now. Think that figure is impossible? Think again. A client of ours did it and you can, too - and they did it with the help of the dental internet marketing strategies we outline in this book. *How to Get New Dental Patients with the Power of the Web* contains many of the exact marketing strategies one specific practice used to go from opening its doors to a practice that earns \$5 Million in a single year. Written in collaboration with digital marketers and dental professionals for the purposes of helping you succeed, this step-by-step guide is the only one you will ever need for digitally marketing your practice online. Learn the exact steps required for putting a web presence into place, acquire the skills to excel on social media and utilize the amazing power of paid search marketing - all for the purposes of attracting more leads, retaining more high-quality patients and increasing your practice income tenfold or more. Buy *The Ultimate Guide to Dental Internet Marketing* and get started on the path to a new and improved dental practice today.

Book Information

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Customer Reviews

Adam Zilko and Jacob Puhl are friends, ambitious business leaders and co-owners of Firegang Dental Marketing. Since the two first met Jake and Adam have strived to remain at the forefront of the digital marketing industry. Despite the fact that Jake runs his office in Seattle, Washington and Adam does the same in Spokane, the two have combined their efforts to form and grow one of the most competitive digital marketing organizations of our day. The two can usually be found studying

some aspect of the industry, networking with others in exciting new fields and assisting dental professionals with their ever-growing desire to dominate their local online marketplaces. The two regularly perform at public speaking engagements, are keen on traveling and meeting with top dignitaries in their field and their primary interest is in helping all dental professionals reach their practice goals. About Firegang Digital Marketing Firegang has existed in one form or another since the early 2000s. A digital marketing company with offices in Seattle and Spokane, Washington, the company provides small to medium sized businesses with the edge they need to get ahead online. From web design to content creation to paid online advertising campaigns to regular reports to showcase all results, Firegang provides personalized service that is tailored specifically for the company in question; and the results speak for themselves. The company began by helping SMBs in all industries, but for the last few years, and after a string of successful campaigns for dental professionals all across the US, Firegang has been focused on learning the intricacies of Digital Dental Marketing. The company regularly publishes Digital Dental Magazine, an online resource for dentists, dental staff, marketers and consultants; which provides tips, tricks and inside secrets to getting dental practices found online. To learn more about Firegang, to send a message to the authors or to receive a free analysis and quote on any future or existing digital marketing campaigns, email Admin@Firegang.com.

Wow what a treasure trove of information. And very timely for me as well. I was in the middle of negotiating a new website contract and was blasted with all of the technical jargon that is incumbent with this process. Many of the terms and ideas are quite intimidating to understand unless one has the necessary background to understand the jargon. After reading "How to Get New Dental Patients" I feel like I can almost create my own website. The most important thing is that I was knowledgeable enough to not be taken advantage of by a savvy web developer. He was quite surprised at my level of knowledge and treated me with the appropriate respect. So thank you Adam for a well written book that will definitely help to improve my web presence.

This book is one of the rare gems in which there is a nexus of understanding the profession (in this case, dentistry) as well as understanding the imperatives of the technical material that the authors present (social media). I strongly recommend this book to dentists, managers, and dental marketers on all levels of experience. It is true that the book presents material that the authors also provide as a paid service. But they do not hold back in presenting to the "how to's" so that purchasing these services is vital. The book is well written and easily read. I give it full marks.

Dental marketing is not an exciting subject. In fact, nothing about going to the dentist is really exciting. As a marketing consultant myself I'm always looking for new ways to serve my clients better. Adam and Jacob really knocked it out the park with this one. Some of the strategies are so SIMPLE but really SO DARN effective. I have clients we have used these tactics on in the past year and VOILA! The practice grew. One of our clients has almost 300% growth in new patients in the past 12 months. Much of that growth was based on the principles and strategies learned in this book. Thank you for the great info gentlemen.

The read was a waste of time for the most part. It went back and forth between being too general or too specific. I felt like their purpose for writing the book was to get you to give them a call so they could charge you to do your internet advertising. It is not a self help book.

A lot of basic advertising / marketing techniques. Seemed more like a gimmick to advertise / compliment their consulting business. I found the content weak, their sales pitches to get you to call them for consulting pathetic, and the entire book as close to useless. If you have some sense of using the web, you're better off not wasting the time reading this book. If you have NO idea how to setup a gmail account, etc, this book will literally give you step by step instructions how to setup your email, make social media accounts, etc. VERY basic. I've read a lot of dental practice building books and would recommend Dr. Howard Farran's "Uncomplicate Business" and Dr. Moffet's "How To Build The Dental Practice Of Your Dreams: (Without Killing Yourself!) In Less Than 60 Days" as my top 2 dental business books.

This book was easy to read, and easy to understand. I have some experience with ad words, and now see some mistakes I've made. Really looking forward to my new content calendar, and know the rewards will be on the way! Thanks to the authors for a clear, no nonsense strategy to marketing dental practices.

This was general information, I was very disappointed that there were NO examples of any marketing that was used. Great commercial for their company.

No other book I've read has broken down, in such explicit detail, how to acquire more dental leads, and convert more sales using digital marketing, than this book. If you own a dental practice, do

yourself a favor and spend next Sunday afternoon going through this - have a highlighter handy.

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