

# Effective marketing for a dental clinic: How to attract patients without wasting money?



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09:00 – 16:00



**Estonia, Tallinn**



**199 Eur**

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## Course Outline

- Clinic positioning as a brand. Why you need it and how to do it right? **Practical workshop**
- How does advertising really work?
- Does a clinic need paid advertising? What it can and cannot do? What to promote?
- Basic advertising strategy and customer journey to attract and keep patients.
- Advertising channels. Which channels to choose?
- Facebook Ads & posts. Biggest mistakes, tips & tricks.
- Advertising goals and metrics to track. Which numbers should you pay attention to?
- How much advertising budget do you need?
- Clinic Website. How to make it work for you?
- Who should manage advertising in the clinic? How to work with marketing agencies?

## REGISTRATION

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