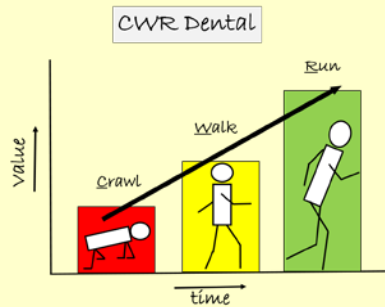


**CWR Dental practice solutions; Visit [www.CWRdental.com](http://www.CWRdental.com)**



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## **August 2019 1-page bulletin**

### **Topic: Marketing**

Here is what we usually see in ~ 80% of all the dental practices we work with – **bits and pieces marketing!**

What we mean by that is such practices have a website, have some social media presence (facebook typically) and also have a patient database with useful information (email and or cell phone number records). I would give them a 7 out of 10 😊 or let's say a B+.

However more often than not, their websites are 'passive' with very little to absolutely no SEO (search engine optimization), social media presence is inconsistent with little to no marketing campaigns set up and lastly but not the least, the patient database is not utilized to retain their loyal patient base. After a quick evaluation, we rate them a 3 out of 10 😞; any guesses on what letter grade that would be? Yes, you guessed it – an **F! Unfortunate but true.**

### **How can CWR Dental help?**

We will explore several digital marketing tools and working alongside you, we will show how they fit into your overall marketing strategy. We will form a guiding coalition to effect change by learning:

- What digital marketing is and how it can improve your top-line (More patients coming in)
- How to develop an integrative digital marketing strategy (*Comprehensive – Facebook, LinkedIn, Google analytics and adwords, Campaigns, Website SEO etc.*)
- Which tools should be included in your strategy and why (Use our expertise to be effective and efficient)
- The roles each marketing tool (whether digital or conventional) plays in enhancing your practice's value (*e.g. Use of email database to track patient satisfaction and improve retention rate!*)
- Methods and strategies to make marketing campaigns work better!

CWR dental will bring in our backend knowledge and experience on data-driven marketing to the fore. **We will help capture, interpret and use data to strengthen your practice's digital marketing efforts.**

Visit our [website](http://www.CWRdental.com) or email/text to learn more and how we can effect change using our unique E=3e methodology. Thank you!