

MINAL SAMPAT, RDH

Bio: Minal Sampat is a Best Selling Author, Marketing Strategist, Social Media Coach, and Dental Hygienist. She was born in India, grew up in the U.S. Virgin Islands, went to college in NJ, and now lives in Walla Walla with her husband and an extensive shoe collection! She launched her first company by breaking a Guinness World Record and since then has helped dental practices, speakers, entrepreneurs, and companies with marketing strategies to grow their businesses while reducing marketing expenses. She is also the founder of Marketologist™ - an online marketing training program and CE on the Beach™ - where she hosts events in tropical islands. Minal's marketing strategies have been featured in industry press AND on Forbes.com...not once, not twice...but 7 times in the last 3 years.



Course Description: Seventy-four percent of Americans use social media daily. Yet, many dental practices fail to reach the full conversion potential of these platforms. Why? Because we don't know how to leverage the algorithms that dictate which posts get seen, and which don't. As a result, even great social media content can fail to reach your target audience and ideal patients. It's time to change that. In this interactive course, you'll develop a successful, evergreen social media marketing plan and content strategy that gets your practice seen and increases ROI. Create a realistic action plan with implementation tools that can be used immediately. Leverage the latest tactics like video and content redistribution to maximize your reach. Connect with ideal patients using the most accessible marketing outlet today: social media.

Learning objectives:

- Determine what, when, and how to use social media for conversions.
- Gain actionable insights and implementation tools that you can use immediately to improve your social media pages.
- Discover the latest tactics and trends, including video and content redistribution.
- Learn how to create targeted social media Ads.