

VIRTUAL

Dec
10
2024

Get Found, Get Liked, Get Patients Making the Most of Social Media

1.5
CE
Credits

Rita Zamora

Social media offers private practice dentists unique opportunities to stand out and grow their practice. Today's patients peruse large amounts of online info before choosing a dentist or saying yes to treatments. Discover what top dental teams are doing to be discovered, differentiate, attract ideal patients and grow their practice. We'll review a typical patient's online journey and discuss the best tips and tools to help you optimize, systematize, and save time!

- Discuss how independent practices can differentiate themselves with social media.
- Review the online patient journey and how marketing must change to adapt.
- Define which strategies and tactics work best to help your practice get found, get liked and get patients.
- Identify the top tools to systemize and implement social media management processes to save time and get better results.


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Rita Zamora

Rita Zamora is an international speaker and author of the book *Get Found, Get Liked, Get Patients - Making the Most of Social Media*. She is the founder of Connect90, a customizable social media program helping dentists with content ideas and tools to save time and get better results.

Rita served as a contributing faculty member on the topic of marketing for the American Dental Association Center for Success Certificate Program.

A former treatment coordinator, Rita graduated magna cum laude from the University of Colorado with a bachelor's degree in business and marketing and has over 20 years experience in the business of dentistry.

Learn more at RitaZamora.com and Connect90.com

Date: December 10, 2024

Time: 6:00 p.m. to 7:30 p.m. CST, 7:00 p.m. to 8:30 p.m. EST

Location:

Virtual Webinar

Registration is per person, not by office. Each person attending the course that requires CE credits or verification of participation for license renewal needs to register individually to receive a unique join link for the virtual course. This join link is how attendee participation is tracked.

Each course is offered in a virtual, live webinar format. Participants must attend the live course during the scheduled date and time. This course will not be recorded or shared for on-demand viewing. Seats are limited.

Cost:

General Admission: \$19.99 per person

AIDA Members: \$9.99 per person

(This discount is automatically applied at checkout)

Cancellation Policy: Attendees must provide written notice of cancellation a minimum of 24 hours before the course date for a full refund. No refunds will be issued for cancellations made under 24 hours from the course date. Registrants that no show the day of the course will not receive a refund for tuition paid.



Prerequisites: None

CEs: 1.5 Lecture CE Credits

CE CODE: 6LNJRNNT5Q5

AGD SUBJECT CODE: 550



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American Independent Dental Alliance
Nationally Approved PACE Program Provider
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7/1/2024 to 6/30/2028.
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