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DENTAL MARKETING & PRACTICE GROWTH (2 CEs)

August 16, 2022 5:30 - 7:30 pm
Lane Community College
4000 E 30th Ave. Eugene OR 97405



Cory Roletto, MBA

Co-founder and Partner at WEO MEDIA DENTAL MARKETING

Cory Roletto co-founded WEO Media in 2009 and has helped over a thousand dental practices implement successful online growth strategies. He is the driving force for innovation and the practice ROI focus at WEO Media. Cory builds and trains the work teams that deliver Search Engine Optimization (SEO), Pay-per-Click, (PPC), Social Media, Video Marketing, Online reputation, Website Design and Optimization, Direct-to-Consumer marketing (Print, radio, TV, mailers). He is an expert in online marketing strategy, lead conversion, and practice growth. Cory has lectured across the United States at Dental Conferences, Study Clubs, Dental Societies, Symposiums, and through Webinars covering various topics related to online marketing. His straight forward approach breaks down complex marketing strategies into easy-to-understand concepts.

Course Overview

This course will cover the most recent changes in online marketing and provide the components needed to create a comprehensive marketing strategy for both existing practices or start-ups. You will learn the key items to implement, how they work, and how to measure success. In this session we will discuss changes in Google’s algorithm, website optimization, social media, accessibility, and ways you can optimize your website to generate new patients.

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ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Lane County Dental Society designates this activity for 2 continuing education credit. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/cerp.



Lane County District Dental Society has been designated an approved PACE Program Provider by the Academy of General Dentistry. This program provider’s formal COE programs are accepted by the AGO for membership maintenance, Fellowship, and Mastership credits. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of AGD approval extends from 1/16/2021 to 1/15/2023.

Course Objectives

- Learn the latest marketing trends and best practices for attracting high quality patients
- Capitalize on critical changes recently made by Google that impact your practice
- Understand the essential “why” of sound marketing practices
- Explore key demographics required to target procedural based dentistry
- Critical advantages for expanding communication technologies to accelerate growth

Educational programs are funded, in part, through the generous support of the following sponsors.

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