



AACD
COSMETIC
DENTAL
MARKETING
INSTITUTE

**PREMIERE ONLINE DENTAL
MARKETING MASTERCLASS**



**BUILD A MORE PROFITABLE PRACTICE WITH
LESS RELIANCE ON INSURANCE AND CREATE
DEMAND FOR FEE-FOR-SERVICE TREATMENTS**

The AACD Cosmetic Dental Marketing Institute covers everything you need to generate success. With more than 8 hours of dental marketing instruction broken into 45 easy-to-digest lessons covering the most critical aspects of marketing your dental practice, this online course will take your marketing results to the next level.

Check out the full curriculum...

CDMI CURRICULUM: WHAT YOU'LL LEARN

INTRODUCTION TO THE COURSE

- Welcome to the CDMI!

PART ONE: STRATEGIC MARKETING

- Lesson 1: Positioning Your Dental Brand
- Lesson 2: Being Different is Better Than Being Better
- Lesson 3: Finding Your Dental DNA
- Lesson 4: Positioning Your Dental Brand
- Lesson 5: Keeping Your Dental Brand in Alignment
- Lesson 6: Inside Out Marketing for Your Dental Practice
- Bonus Resource: RADICAL Branding for Dental Practices eBook

PART TWO: EVALUATING YOUR MARKETING MIX

- Lesson 1: The Marketing Mix
- Lesson 2: The Marketing Plan

PART THREE: DIGITAL MARKETING

- Lesson 1: Questions to Ask Before Hiring a Web Marketing Agency
- Lesson 2: How Much Should a Dental Website Cost?
- Lesson 3: What is SEO?
- Lesson 4: Online Reviews, Local Optimization, & Directory Citation Management
- Lesson 5: Google Advertising
- Lesson 6: Tracking, Reporting, & Google Tools Best Practices
- Lesson 7: Mobile Marketing
- Lesson 8: Online Patient Forms
- Lesson 9: How Do We Measure ROI?
- Bonus Resource: Creative Dental Marketing Ideas

PART FOUR: CONTENT IS KEY

- Lesson 1: Blogging & Content Creation
- Lesson 2: Creating Video with Your



Join the best dental marketers in the business for the **Ultimate Dental Marketing Workshop**.

- Smartphone: Pre-Production & Gear
- Lesson 3: Creating Video with Your Smartphone: Starting Production
- Lesson 4: Creating Video with Your Smartphone: Post Production & Editing
- Lesson 5: Creating High-Quality Photos
- Lesson 6: When to Use Professional Video

PART FIVE: SOCIAL MEDIA MARKETING

- Lesson 1: Introduction to Social Media
- Lesson 2: Starting with the End in Mind
- Lesson 3: Social Media Month by Month
- Lesson 4: Patient Appreciation Campaigns: Giving to Get
- Lesson 5: More Moves to Make it Happen
- Bonus Resource: Social Media Blueprint

PART SIX: DOUBLE YOUR ROI WITH PROVEN CONVERSION STRATEGIES

- Lesson 1: What is Conversion Marketing
- Lesson 2: CRO for Paid Search
- Lesson 3: Optimize Your Google Listing
- Lesson 4: Ramp Up Review Conversion
- Lesson 5: SEO, CRO, and Your Website
- Lesson 6: Maximize Results with Social Proof
- Lesson 7: Write for the Reader

- Lesson 8: Speed to the Lead

PART SEVEN: THE PATIENT EXPERIENCE

- Lesson 1: Motivating and Challenging Team Members
- Lesson 2: New Employee Orientation
- Lesson 3: New Patient Referrals
- Lesson 4: Presenting Treatment
- Bonus Resource: Banish Broken Appointments
- Bonus Resource: Get Team Members Onboard and Off to a Great Start
- Bonus Resource: The Art of the Referral

PART EIGHT: CREATING CONDITIONS FOR CASE ACCEPTANCE

- Lesson 1: Mindset
- Lesson 2: Your Phones
- Lesson 3: Case Acceptance Barriers
- Lesson 4: Financial Conversations

PART NINE: MARKET YOURSELF AS AN AACD MEMBER

- Lesson 1: Stay Connected and Leverage Your AACD Membership

When gaining just one new cosmetic patient will more than cover the cost of the Institute, you can't afford to miss this self-study masterclass in marketing. AACD Members save \$500!

Visit www.aacd.com/cdmi to learn more or enroll today!