



POLK COUNTY DENTAL ASSOCIATION

AN AFFILIATE OF THE WEST COAST DISTRICT,
AMERICAN & FLORIDA DENTAL ASSOCIATIONS

Polk County Dental Association

Marketing In Today's Covid19 World and How to Maximize Gaining New Patient Growth

Tracy Connors, Sr. Marketing Consultant

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While you may have experienced a hard 2020, those that pushed marketing and controlled the messaging, while getting the safety word out to patients, have seen the greatest growth even during troubling times. As a dental only marketing boutique agency we saw a lot of our practices pause marketing while we also saw a majority of doctors take the time to connect with their WEO team to see what can be the best options to gain new patients during these hard times. Knowing what is best for your online digital marketing can be the tool to how well you can do when opening after a pandemic. We will take a look at areas you may want to explore with your current vendors; as knowledge can help you win, compete and grow. From websites, SEO, Videos, Reviews, Social Media and paid search ads, it really is the lifeline to your practices in this new 2021.

Tracy Connors is the Senior Marketing Consultant-South East Region at WEO Media. She has over 10 years in digital marketing and has a strong grasp of all things dental marketing including SEO, reputation management, social media, and dental marketing return on investment. Her speaking style is very informative and attendees will leave with hands-on tips and tools they can use to create a better, more balanced, dental marketing program to bring in new patients and increase practice profitability.

This meeting will be held at Grasslands Golf & Country Club, 1600 Grasslands Blvd., Lakeland. Dinner will be served at 6:30 p.m., and the meeting will start at 7 p.m. Please RSVP to Tisha Talbot @ pcdamail@gmail.com



**Memorial
Day**

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Ever Honor*

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P: 863-676-6021

samperoiv@gmail.com

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jds@scottsmiles.com

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863-644-2428

lakelanddds@gmail.com

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Dupay@brightsmilesofwinterhaven.com

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Susan.rexroat@polk-fl.net

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sheudr@aol.com

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Tisha Talbot

P: 863-236-7610

pcdaemail@gmail.com

www.polkcountydental.com