

MINAL SAMPAT

BESTSELLING AUTHOR • SPEAKER • MARKETING STRATEGIST



SPEAKER PACKET

Want to take your practice marketing to the next level but don't know where to start?

Minal Sampat, RDH, BA, has spent over a decade helping practices reach their goals through effective, strategic, easy-to-implement marketing strategies. Whether it's getting more patients in the door, strengthening your team, or growing your business, a meaningful marketing strategy can help you achieve your business goals. Learn the why, how, and when of successful marketing and gain the knowledge and tools necessary to break through the "white noise."

PRESENTATIONS



Why Your Marketing is Killing Your Business, and What to Do About It

During this valuable session, Minal expertly navigates the complex marketing world and teaches participants how to identify a target market, develop a plan, decrease marketing expenditure, increase production, and leverage social media channels.



How to Create a DOABLE Marketing Plan

If marketing is a frequent source of anxiety within your practice, it's time for a change. Learn how to build internal, external, community, social, and digital media strategies to create a marketing plan that goes from the conference room to the practice.



We Are More Alike than Different: Marketing Through the Generations

Does your marketing message resonate with each generation? Learn how to create custom content and turn your audience into new patients. Additionally, attendees will learn how to leverage the skills and knowledge of a generationally diverse team.



ALL COURSES
AVAILABLE AS
VIRTUAL
PRESENTATIONS

MINAL SAMPAT

BESTSELLING AUTHOR • SPEAKER • MARKETING STRATEGIST

"Transform your team into a marketing powerhouse by providing them with the strategies and tools they need for success to ensure on-the-ground execution of your marketing plan."

Minal Sampat, RDH, BA

Why Your Marketing is Killing Your Business, and What to Do About It

Do you funnel time, resources, and a significant portion of your budget into every marketing platform you find, only to see few results? Are marketing costs cutting into your revenue, undermining your business growth?

If so, you're not alone. For many practices, Minal finds that at least 20% of their marketing isn't generating enough ROI to pay for itself, let alone increase revenue. This kind of marketing isn't productive. Instead, it drains practices, leeching precious resources until there's nothing left. Your marketing is killing your business.

Fear not: you can change course. Minal has helped many practices turn the tables by revealing the ways in which standard marketing falls short. This leaves room for something much more powerful: connection. By focusing on just three main skills, practices can drastically trim their marketing budget while simultaneously increasing production. Learn how to create an ideal patient avatar, find common ground, and connect authentically with patients to grow your practice on platforms that make sense for your business model. Stop marketing, and start building relationships that keep your practice relevant and productive.

Bonus: Learn how to incorporate video into your marketing strategy!



MINAL SAMPAT

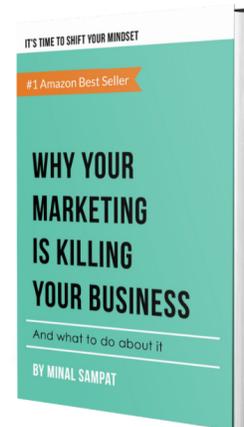
BESTSELLING AUTHOR • SPEAKER • MARKETING STRATEGIST

Minal Sampat, RDH, BA

(732)-501-0955

info@MinalSampat.com

www.MinalSampat.com



This presentation is based on Minal's Amazon Best Seller:

Why Your Marketing Is Killing Your Business

www.amazon.com/dp/B083D6NYXK



LEARNING OBJECTIVES:

- ★ Learn how to reduce your marketing budget while increasing ROI
- ★ Identify your ideal patient avatar for targeting across platforms
- ★ Understand the importance of finding common ground over differentiation
- ★ Recognize opportunities to develop genuine connections that strengthen your practice
- ★ Optimize your social media and web presence
- ★ Create a plan and a team strategy for executing it

Suggested Formats:

Full or Partial Day; Lecture, Workshop

Suggested Audience:

Dentist and Team Members

ALL COURSES AVAILABLE AS VIRTUAL PRESENTATIONS

Expand Your Marketing Knowledge in the Following Areas:

How to Create a **DOABLE** Marketing Plan

Do you have marketing ideas that never come to fruition? Feeling overwhelmed and wish you didn't have to focus on your marketing? Are you falling behind your competition?



Most practicing professionals attend conferences and study groups to learn how we can grow our practice. Though we're dedicated to doing the work while we're there, many of us also fall back into a regular routine once we're back at work — despite our best intentions! Why? Because we do not have easy steps and strategies to make it happen. Let's change that.

In this interactive, innovative course, formulate a successful, doable practice marketing plan by utilizing internal, external, community, digital, and social media marketing strategies. Discover how to train team members to be the practice's most powerful marketing asset. Social media channels, resources, and tools for team training will be discussed. Leave this session with an action plan, implementation tools, and strategies to develop and execute a doable marketing plan.

LEARNING OBJECTIVES:

- ★ Engage and motivate your internal marketing team
- ★ Learn how to maximize your multigenerational team's strengths and skillsets
- ★ Understand how to create marketing strategies for various dental specialties and services
- ★ Optimize your marketing campaigns through tools, resources, training, and delegating tasks
- ★ Evaluate skillsets available from within the practice versus tasks that should be outsourced

We Are More Alike than Different: Marketing Through the Generations

How can your practice POSSIBLY market to everyone?

If your practice is struggling to recruit or retain patients, it's time to reconsider your marketing approach. During this highly relevant course, attendees will gain techniques, strategies, and platforms to maximize their message across generations.

From effectively utilizing marketing outlets to creating custom content, attendees will leave this session with the skills necessary to convert their ideal target audience into new patients.

The course will also cover ways to increase efficiency and practice success by highlighting the strengths of a generationally diverse team.



LEARNING OBJECTIVES:

- ★ Obtain the knowledge needed to design an effective marketing plan
- ★ Learn which platforms can be leveraged to reach specific audiences
- ★ Identify messaging that connects with your ideal patient
- ★ Develop the skills to construct a generationally diverse marketing team

**The largest generation in the workforce? Millennials.
The largest growing generation on Facebook? Baby Boomers.**

ALL COURSES
AVAILABLE AS
VIRTUAL
PRESENTATIONS

Suggested Formats: Full or Partial Day; Lecture, Workshop • **Suggested Audience:** Dentist and Team Members

Minal Sampat, RDH, BA (732)-501-0955 • info@MinalSampat.com • www.MinalSampat.com



Successfully marketing your practice can feel overwhelming. It doesn't have to be.

With the right tools and knowledge, dental teams can capitalize on their strengths and create effective marketing strategies to increase patient engagement and revenue. With over a decade of dental marketing experience, Minal Sampat brings expertise in technology and a deep understanding of her generation to enlighten and empower her audiences. Sampat is a bestselling author, dental hygienist, marketing expert, and strategist. As a coach and speaker, she is known for her upbeat personality, ability to empower and engage, and for delivering strategies that can be implemented right away.

Born in India and raised in the U.S. Virgin Islands, Minal is a millennial who grew up in the age of social media. She knows how to leverage her knowledge of technology to create marketing plans that produce high-impact results. Minal is known by meeting planners, clients, and colleagues as a thought leader in the industry.

In 2013, she launched her first healthcare marketing company by breaking a Guinness World Record. Her World Record event, Swish Away Breast Cancer with over 1500 participants, not only raised awareness about oral hygiene and breast cancer but successfully utilized community, digital, and social media marketing strategies.

Minal has been featured in Forbes, Huffington Post, Dentistry IQ, DrBicuspid & more

PRESENTATIONS (Partial Listing)

National, State, and Local Dental Meetings:

Upcoming

- ★ Chicago Midwinter Meeting
- ★ Star of the North Meeting

Previous

- ★ American Academy of Dental Practice
- ★ Minnesota Dental Association (multiple)
- ★ New Jersey Dental Association (Women in Dentistry)
- ★ Dental Digital Marketing Conference (multiple)
- ★ New Jersey Society of Periodontology & Implant Dentistry
- ★ Dental Studies Institute (multiple)
- ★ Middlesex County Dental Society
- ★ New Jersey Central Dental Society
- ★ Asteto Dental Labs

- ★ Smiles at Sea
- ★ Supporting Autism Speaks Event

Study Clubs:

- ★ Seattle Study Club, NJ Chapter
- ★ Seattle Study Club, WA Chapter
- ★ Hunterdon Study Club
- ★ Continuing Education For Dental Excellence (multiple)
- ★ Union Component Study Club
- ★ Westfield Dental Study Group

Speaker & Business Development Conferences:

- ★ JUMPSTART 2019 & 2020
- ★ Speaking Consulting Network
- ★ Dental Entrepreneur Woman Conference

MEMBERSHIPS

- ★ National Speaker Association
- ★ Academy of Dental Management Consultants (Director of Education)
- ★ Speaking Consulting Network
- ★ Dental Speaker Institute (Faculty)
- ★ Dental Entrepreneur Woman (Junior Board)



Minal on the cover of Dental Entrepreneur Woman Magazine, Spring 2020

MINAL SAMPAT

BESTSELLING AUTHOR · SPEAKER · MARKETING STRATEGIST

Minal Sampat, RDH, BA

(732)-501-0955

info@MinalSampat.com

www.MinalSampat.com

Testimonials

“Minal could not have been more engaging, informative, or enthusiastic. What an awesome presentation!”

Dr. Peter Cornick, Somerset Study Club, Seattle Study Club NJ

“There isn’t a question about dental digital marketing that Minal can’t answer! She has spoken several times at our annual Dental Digital Marketing Conference and never fails to excite the audience about marketing. As a speaker she is informative, engaging, and always a crowd favorite.”

**Blake Hadley, My Social Practice
Dental Digital Marketing Conference**

“I highly recommend Minal as a marketing strategy speaker for your study group or conference. She connects with the audience by providing incredible business building information and tools that can be implemented the next day. It was a pleasure having you speak. Thank you Minal!”

Marc Diachman, Asteto Dent Labs

“Minal’s presentation was wonderful! Every member was able to take home with them numerous gems that they could use in their practices. She covered multiple aspects of marketing and provided insights into team building and development. We are looking forward to your future presentations.”

Dr. Nima Mir, New Jersey Society of Periodontists

“Minal is an amazing speaker. Her enthusiasm and knowledge keep her audience engaged. She has a unique, relevant approach to dental marketing that applies to today’s dentist and patient! I hope to work with Minal again in the future!”

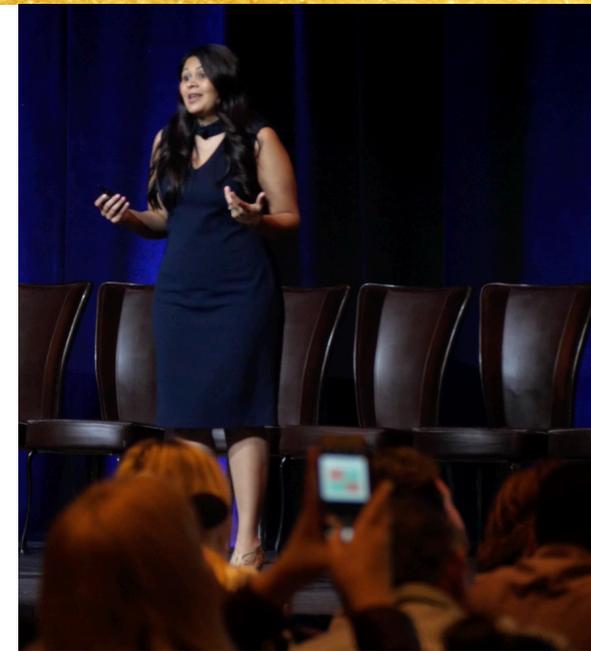
**Maxine Feinberg
Past President of the American Dental Association**

“What is your brand?” She asked...it establishes an emotional connection. That was it. I was captivated... Minal was expressive, open, enthusiastic, engaging, entertaining and responsive to the audience. Minal is an excellent presenter and has a very bright and promising future. It is my honor to recommend her as a TOP professional speaker.”

Dr. Ethan Glickman, Dental Studies Institute

“Minal is a motivational, knowledgeable, and truly engaging speaker. Minal helped us realize the importance and ease of keeping our practice up-to-date in the social media world. Loved her ideas on team spirit and keeping-up morale. Thank you Minal, it was a pleasure!”

Dr. John Lerner, Attendee



MINAL SAMPAT

BESTSELLING AUTHOR · SPEAKER · MARKETING STRATEGIST

Minal Sampat, RDH, BA

(732)-501-0955

info@MinalSampat.com

www.MinalSampat.com

“I have been a dentist for over 30 years and attended hundreds of continuing education classes. Minal Sampat is the best I have ever seen. She is warm, knowledgeable, vivacious, funny, motivating and absolutely loves her audience. If you have a chance to book her for your event - do it! You and your group will be in for a wonderful and memorable experience”

**Dr. Kimberly Harms
Past President of Minnesota Dental Association**

Minal’s Amazon Best Seller:

Why Your Marketing Is Killing Your Business

www.amazon.com/dp/B083D6NYXK

