

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

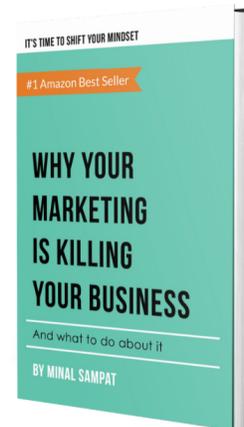
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This presentation is based on Minal's Amazon Best Seller:

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