

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."

PRESENTATION TOPICS



Broad Marketing Topic: 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 doable marketing plans, decrease marketing expenditure, increase production, and leverage social media channels.



Social Media Topics: 1) The Social Marketologist: Learn to Master Social Media 2) Reeling into the Now: Conquer Instagram

If Social Media Marketing is a frequent source of overwhelm within your practice, it's time for a change. With these sessions, learn how to leverage Social Media platforms to increase brand awareness, engagement, and conversions.



Internal Marketing Topics: 1) The Internal Marketologist: Master Communication, Marketing, and Patient Experience 2) We Are More Alike than Different: Marketing Through the Generations

Does your marketing message resonate with your patients? Learn how to build internal marketing to turn your team and patients into your salesforce. Additionally, attendees will learn how to market effectively to a generationally diverse audience.



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"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

Are you pouring time, resources, and budget into various marketing platforms, only to see disappointing results? Are marketing costs hindering your practice's growth and eating into your revenue?

If that's the case, you're not alone. Minal has discovered that for many practices, at least 20% of their marketing efforts fail to generate enough ROI to cover their costs, let alone boost revenue. This type of marketing is unproductive and drains resources, jeopardizing the practice's success. Your marketing is killing your business.

But there's good news: you can shift gears. Minal has helped many practices achieve success by highlighting the shortcomings of conventional marketing and emphasizing the importance of connection. By focusing on three essential skills, practices can significantly reduce their marketing expenses while increasing productivity. Discover how to create an ideal patient avatar, build marketing plans, and establish authentic connections with patients to grow your practice on platforms that align with your business model. Say goodbye to ineffective marketing and hello to relationship-building that keeps your practice thriving and relevant.

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



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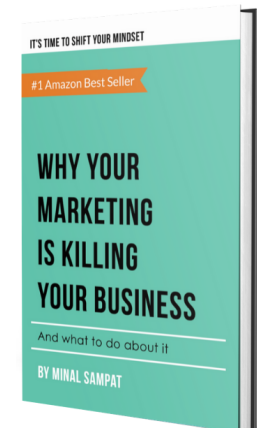
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This presentation is based on
Minal's Amazon Best Seller:

**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
- ★ Create a marketing plan that specifically works for your practice
- ★ Optimize your social media and web presence
- ★ Receive free tools to increase new patient leads & phone calls without spending more money

Suggested Formats:

Full or Partial Day; Lecture, Workshop

Suggested Audience:

Dentist and Team Members

**ALL COURSES AVAILABLE AS
VIRTUAL PRESENTATIONS**

Presentation Topics

The Internal Marketologist: Master Communication, Marketing & Patient Experience

Do you want to showcase your practice culture in a more effective way? Do you want to engage your existing patients and convert new ones with powerful video testimonials? Are you finding it difficult to maintain consistent marketing efforts with your team and patients?



During this workshop-style course, you'll receive *easy-to-implement* strategies to improve patient communication, optimize marketing outlets (internal, external, and digital) and enhance your patient experience to stay current and efficient.

This course includes live training on how to acquire powerful video testimonials that showcase your practice's success, making it easy to attract and retain patients.

By the end of the course, you'll have the tools to connect with your current and ideal new patients, build an effective marketing plan, learn to leverage social media, and create a system for consistent marketing efforts with your team and patients.

LEARNING OBJECTIVES:

- ★ Learn easy-to-implement strategies to improve patient communication
- ★ Learn how to build internal, external, and digital marketing campaigns
- ★ Gain the skills to acquire and utilize powerful video testimonials that showcase your practice's success
- ★ Learn tools to build marketing plans that work for your specific practice

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, you will gain techniques, strategies, and platforms to maximize your 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 to design effective marketing plans for different generations
- ★ Learn which marketing outlets 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 U.S. workforce? Millennials.
The largest growing generation on Facebook? Baby Boomers.**

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

Presentation Topics

The Social Marketologist: Learn to Master Social Media

Are you spending money on Social Media Marketing, but not seeing any conversions? Feeling overwhelmed and don't know what to post for engagement? Are you falling behind your competition?

Seventy-four percent of Americans use social media on a daily basis. Yet, many dental practices fail to reach the full conversion potential of these platforms. Why? Because we don't know how to leverage the algorithms that dictate which posts get seen, and which don't. As a result, even great social media content can fail to reach your target audience and ideal patients. It's time to change that.



In this interactive course, you'll develop a successful, evergreen social media marketing plan and content strategy that gets your practice seen and increases ROI. Create a realistic action plan with implementation tools that can be used immediately. Leverage the latest tactics like video and content redistribution to maximize your reach.

Connect with ideal patients using the most accessible marketing outlet today: social media.

LEARNING OBJECTIVES:

- ★ Learn what, when, and how to use social media for conversions
- ★ Gain actionable insights and implementation tools that you can use immediately to improve your social media pages
- ★ Discover the latest tactics and trends, including video and content redistribution.
- ★ Learn how to create targeted social media Ads

Reeling into the Now: Conquer Instagram

Do you want to level up your social media game?

With over a billion active users, Instagram is not just a platform for sharing selfies and food pics - it's a crucial marketing outlet for businesses, including dental practices. In fact, Instagram can be an incredibly effective tool for connecting with your current & potential patients, educating them about your services, and converting new leads into loyal followers. But where to start?



This interactive, workshop-style presentation is here to help! Minal will guide you through the steps of building a compelling Instagram presence for your practice, from setting up your account to crafting engaging posts, stories, and reels that resonate with your audience.

You'll learn insider tips and tricks for maximizing your reach, building your brand, and ultimately driving patient growth. And the best part? You'll get hands-on experience creating and recording reels in real-time, so you can leave with the confidence and skills you need to take your Instagram game to the next level!

LEARNING OBJECTIVES:

- ★ Learn how to set up a compelling Instagram account for your practice
- ★ Understand how to craft engaging posts, stories, and reels that resonate with your audience.
- ★ Gain insider tips and tricks for maximizing your reach and building your brand on Instagram.
- ★ Develop the skills to drive patient growth and convert new leads into followers on the platform.

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

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 (multiple)
- ★ Yankee Dental Meeting
- ★ American Dental Association SmileCon

Previous

- ★ Hinman Dental Meeting
- ★ Chicago Midwinter Meeting
- ★ Star of the North Meeting (multiple)
- ★ Pacific Northwest Dental Conference
- ★ Arizona Dental Association (WRDE)
- ★ Minnesota Dental Association (multiple)
- ★ Dental Digital Marketing Conference (multiple)
- ★ Smiles at Sea & The Dental Festival (multiple)

- ★ New Jersey Dental Association
- ★ American Academy of Dental Practice

Study Clubs:

- ★ Seattle Study Club Chapters (multiple)
- ★ AADOM Chapters (multiple)
- ★ Dental Studies Institute (multiple)
- ★ New Jersey Society of Periodontology & Implant Dentistry

Speaker & Business Development Conferences:

- ★ JUMPSTART and WEvolution (multiple)
- ★ Speaking Consulting Network
- ★ Dental Entrepreneur Woman Conference
- ★ National Speaker Association
- ★ IFF Forum for Authors & Speakers (Keynote)

MEMBERSHIPS

- ★ National Speaker Association
- ★ Academy of Dental Management Consultants
- ★ Speaking Consulting Network
- ★ Dental Speaker Institute (Faculty)
- ★ Dental Entrepreneur Woman (Board Member)
- ★ AADOM Speaker and Consultant Alliance



Minal on the cover of *Dental Entrepreneur Woman Magazine*

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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!"

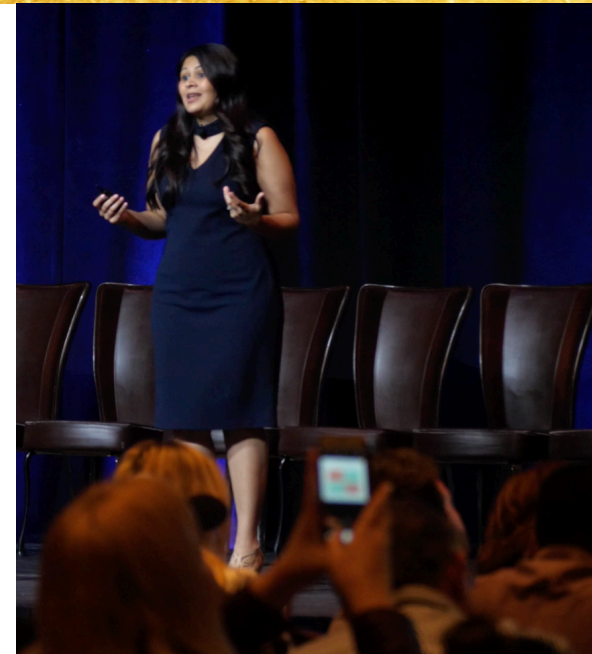
**Maxine Feinberg
Past President of the American Dental Association**

"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



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“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**

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