



THE TOP 4 AREAS OF MARKETING FOR ORTHO OFFICES

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Free Guide

THE WYRICK OUTLOOK, INC



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Marketing matters.
And believe it or not, it goes waaaay deeper than social media.

We suggest focusing on four different marketing buckets.
Let's break them down a bit...

BUCKET	CAMPAIGN EXAMPLES
PATIENT	<ul style="list-style-type: none">7+ ScreeningsIn-office constestsPatient to Patient ReferralsPatient Appreciation Day
COMMUNITY	<ul style="list-style-type: none">OH DemosHealth FairsSports Sponsorships
GENERAL DENTIST	<ul style="list-style-type: none">CE LunchesQuarterly DeliveriesGD Appreciation Day
INTERNAL	<ul style="list-style-type: none">Google ReviewsVirtual ExamsExamsSocial Media

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