REFERRALS

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RAVING FANS

COURSE OUTLINE

AN ON-DEMAND MASTERCLASS DEDICATED TO YOUR ORTHODONTIC MARKETING COORDINATOR



THE WYRICK OUTLOOK

COURSE DESCRIPTION

Welcome to the exciting, fast-paced world of marketing! Becoming a Marketing Coordinator for an orthodontic practice is no joke – your efforts can seriously impact the practice's growth. So, what do we do from here?!

It's time to buckle up, buttercup!

Referrals 2 Raving Fans is a dynamic on-demand masterclass specifically designed for marketing coordinators eager to refresh and elevate their marketing strategies within their practice.



WHAT WE WANT YOU TO GET OUT OF THE COURSE:

- Define and articulate the primary responsibilities of an orthodontic marketing coordinator, demonstrating an understanding of how this role supports overall practice growth.
- Develop and implement a structured marketing calendar that aligns with the practices goals and evaluates return on investment using measurable outcomes.
- Apply effective stategies for patient, community, and referral engagement to strengthen brand presence and drive practice visibility.

REFERRALS  RAVING FANS

CHAPTER ONE:
ESTABLISHING YOUR ROLE AS A MARKETING COORDINATOR

CHAPTER TWO:
CRAFTING YOUR PRACTICE'S IDENTITY

CHAPTER THREE:
BUILDING AN EFFECTIVE MARKETING CALENDAR

CHAPTER FOUR:
CULTIVATING ENGAGEMENT AND INFLUENCE THROUGH SOCIAL

CHAPTER FIVE:
INBOX IMPACT: THE POWER OF EMAIL MARKETING

CHAPTER SIX:
YOUR DIGITAL HOME: DESIGNING A POWERFUL WEBSITE EXPERIENCE

CHAPTER SEVEN:
CUSTOMER FEEDBACK: USING REVIEWS TO DRIVE GROWTH

CHAPTER EIGHT:
THE LOW HANGING FRUIT: PATIENT RETENTION

CHAPTER NINE:
IT'S ALL IN THE REPORTS!