



REGIONAL EVENT

WELCOME

TO TODAY'S REGIONAL EVENT!

Practiceplan
The business of dentistry

Part of the WESLEYAN Group



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Mark Oborn

MBA - Major in Marketing & Creativity

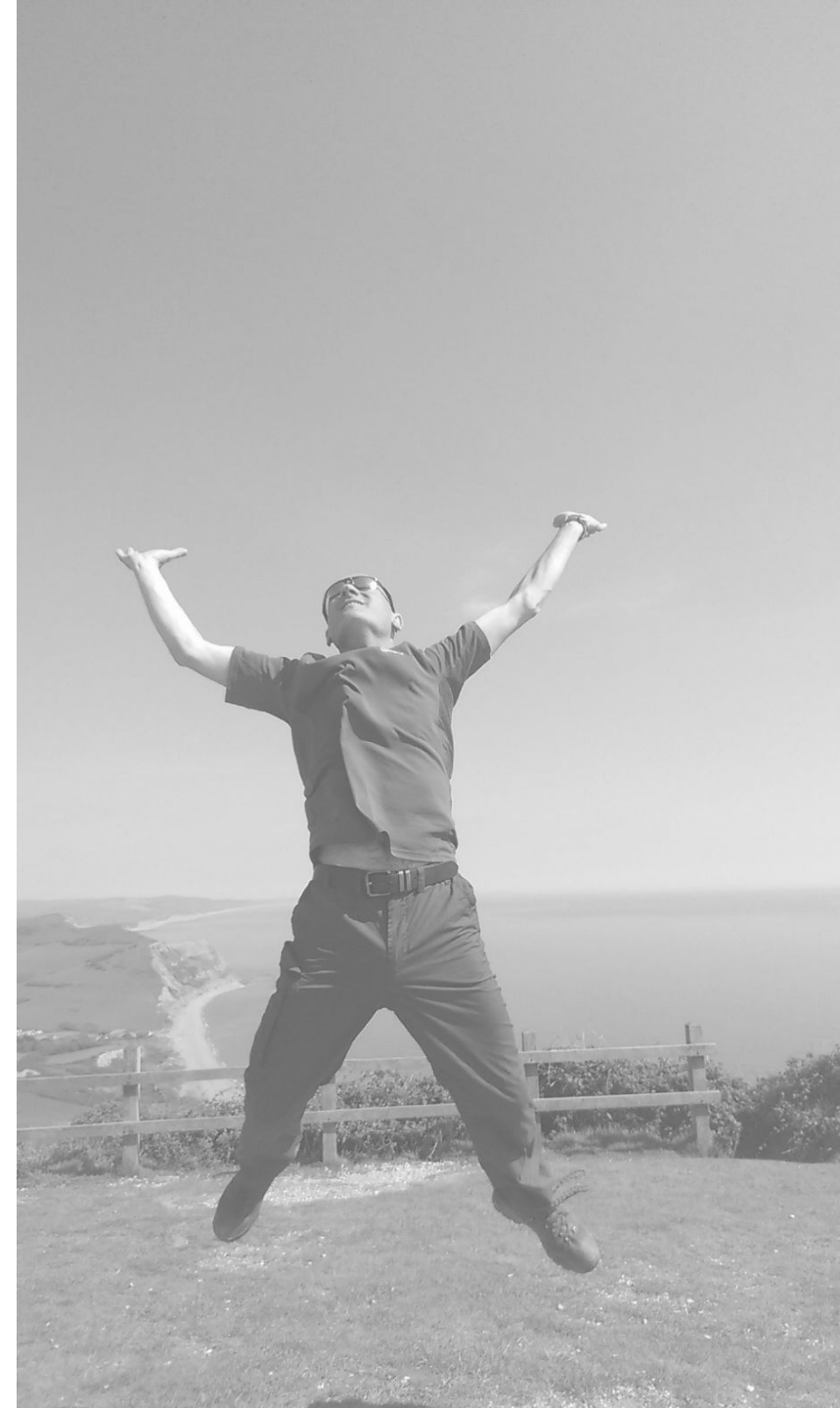
Ex-GDC Registered Dental Technician

Certified Master Practitioner Neuro Linguistic Programming (NLP)

Certified Master Practitioner Time Line Therapy

Master Practitioner Hypnosis

NLP Master Coach







What do you want?



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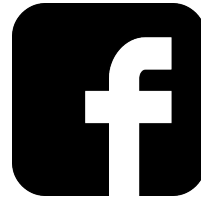
What you will learn

- Understand why social media is so powerful.
- Learn what type of messages work best and why.
- Where and when should you post?
- Understanding which social networks are performing best.
- Learn how to set up each social network correctly.
- Discover the basics of promoting your new social media accounts.



DID YOU
KNOW





Facebook has
40, 200, 000 users in the UK

<https://www.statista.com/site> accessed 12/2/19



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45% of these people are...

Over 35 years old!

<https://www.theguardian.com/technology/2018/feb/12/is-facebook-for-old-people-over-55s-flock-in-as-the-young-leave> sites accessed 12/2/19

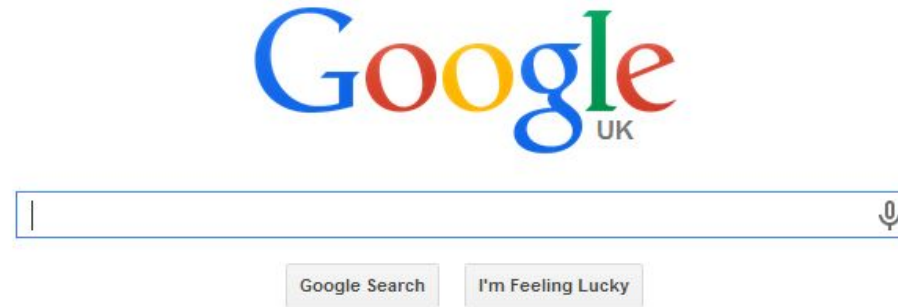


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DID YOU
KNOW



There are 5,922,000,000 searches per day on Google



www.statisticbrain.com site accessed 13/01/14



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The number of text messages
sent and received every day
**exceeds the total
population of the planet**



It is estimated that 40 exabytes (4.0×10^{19})
of unique new information
will be generated worldwide this year.



**That is more than in the
previous 5,000 years.**

It is estimated that a week's worth of The Times...



...contains more information
than a person was likely to come across
in a lifetime in the 18th century.

NOW YOU **KNOW**

An extract from Shift Happens
By Karl Fisch

Marketing Theory



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PRINCIPLES OF ETHICAL ADVERTISING

- ensure information is current and accurate
- make sure that your GDC registration number is included
- use clear language that patients are likely to understand
- back up claims with facts
- avoid ambiguous statements
- avoid statements or claims intended or likely to create an unjustified expectation about the results you can achieve.



Social Media

Guidance

- Maintain and protect patients' information by not publishing any information which could identify them on social media without their explicit consent
- Maintain appropriate boundaries in the relationships you have with patients and other members of the dental team
- Comply with any internet and social media policy set out by your employer

Professional Standards

- 'You must not post any information or comments about patients on social networking or blogging sites. If you use professional social media to discuss anonymised cases for the purpose of discussing best practice you must be careful that the patient or patients cannot be identified.'



Standards for the dental team

- You must treat colleagues fairly and with respect, in all situations and all forms of interaction and communication. You must not bully, harass, or unfairly discriminate against them. This includes interaction and communication on social media. Do not instigate or take part in any form of cyber bullying, intimidation, or the use of offensive language online. If you share any such content posted by someone else, you can still be held responsible even though you did not create it.



Dentistry

Product or service?



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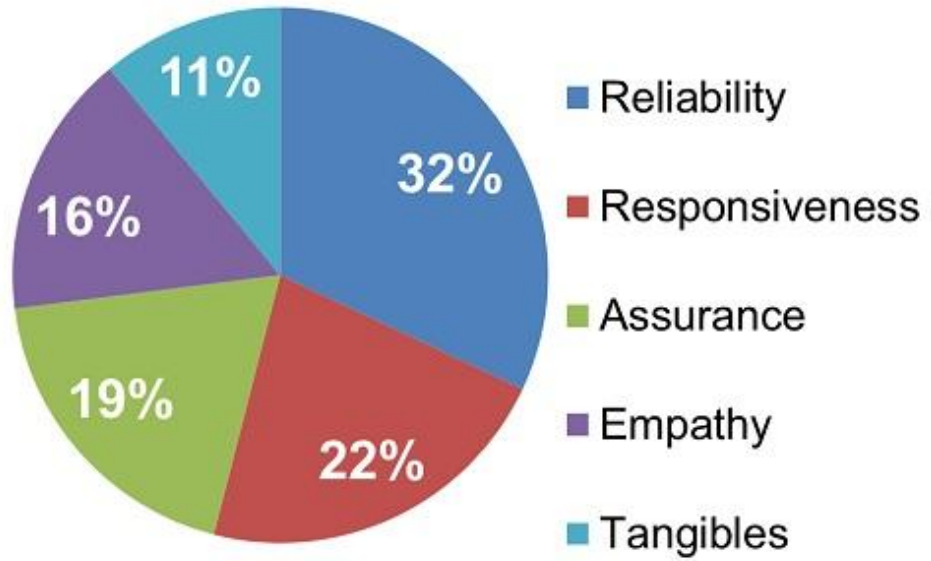
How customers evaluate a service

- **Responsiveness** Willingness to help customers
- **Assurance** Knowledge of employees and ability to inspire trust
- **The physical evidence** e.g. staff, website, phone
- **Empathy** caring and individualised attention to the customer
- **Reliability** Ability to perform 'the promise' dependently and effectively

Parasuraman et al
SERVQUAL



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What is 'Social Media 'Marketing?

A conversation



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Effective Marketing

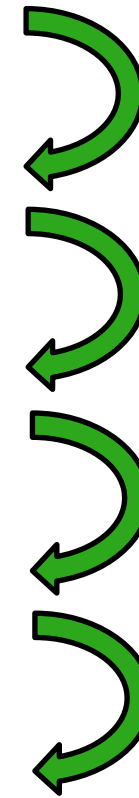
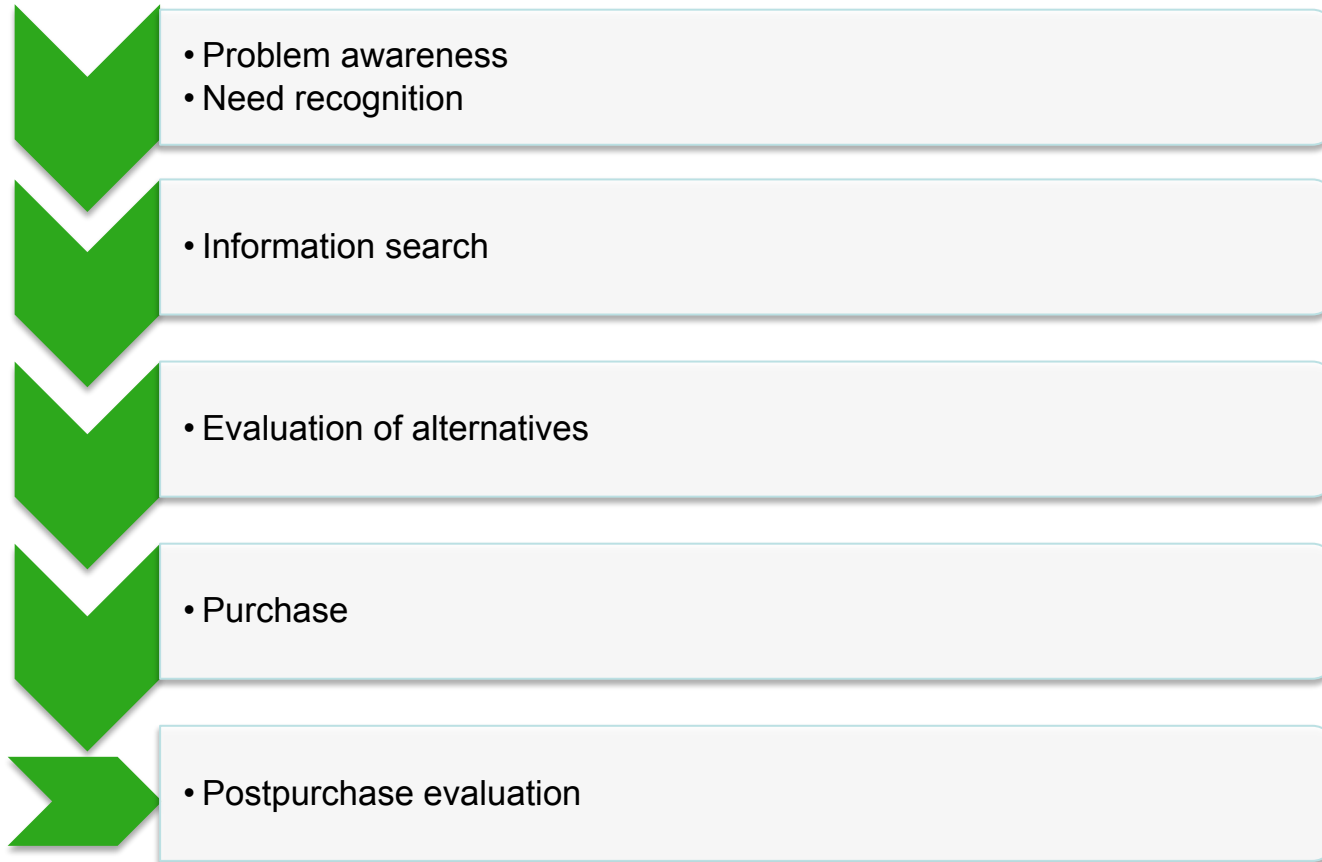
- **Relevance** – how well do we know our customers, what is it they really want, what do our potential customers (prospects) really want?
- **Timeliness** - do they hear about your business at just the right time?
- **Convenience** – how easy is it for them to absorb the information you want to give them?
- **Consistency** – is your message consistent across all communication?

Shultz et al 1994 “Integrated marketing communications” Chicago, NTC business books

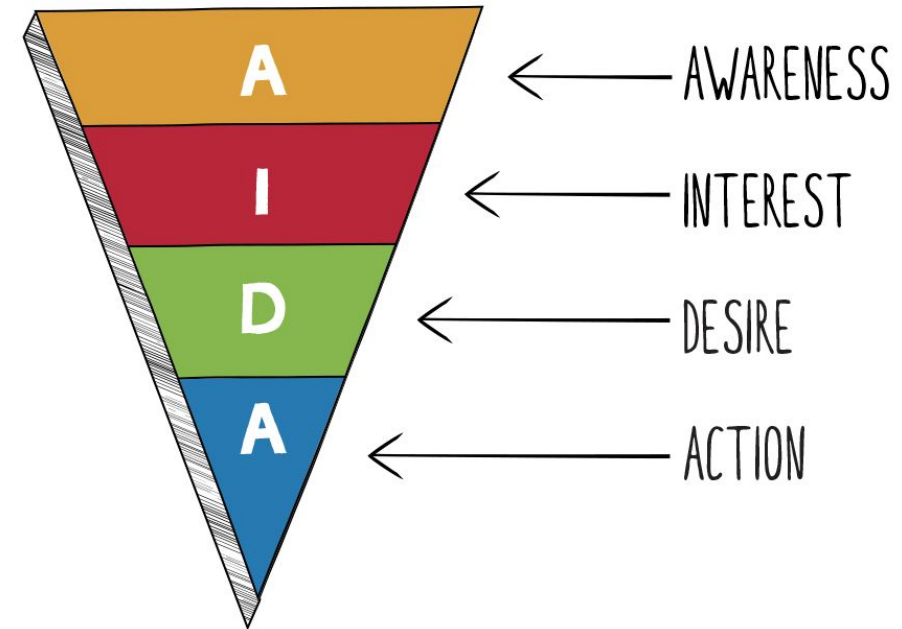


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The decision-making process



THE AIDA MODEL



Marketing is an interaction..

...not an action and then a reaction



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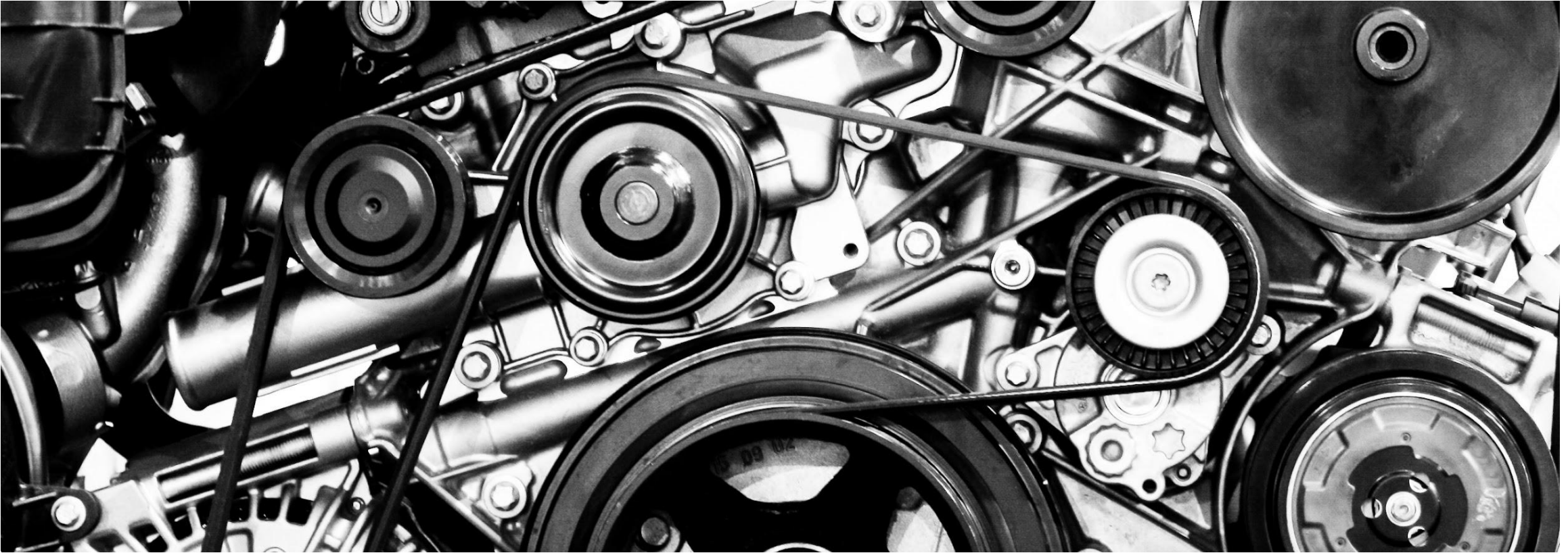
Relationship marketing...

..not transactional marketing



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How does this all fit together



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Social media marketing - relationship building

- Actor bonds
- Activity links
- Resource ties

Hakansson, H. and Snehota, I. (1995)
Developing Relationships in Business
Markets, London: Routledge



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Customers buy solutions...

...not products or services



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Millennials Ages 18-33	Gen X Ages 34-45	Younger Boomers Ages 46-55	Older Boomers Ages 56-64	Silent Generation Ages 65-73	G.I. Generation Age 74+
Email	Email	Email	Email	Email	Email
Search	Search	Search	Search	Search	Search
Health info	Health info	Health info	Health info	Health info	Health info
Use SNS	Get news	Get news	Get news	Get news	Buy a product
Watch video	Govt website	Govt website	Govt website	Travel reservations	Get news
Get news	Travel reservations	Travel reservations	Buy a product	Buy a product	Travel reservations
Buy a product	Watch video	Buy a product	Travel reservations	Govt website	Govt website
IM	Buy a product	Watch video	Bank online	Watch video	Bank online
Listen to music	Use SNS	Bank online	Watch video	Financial info	Financial info
Travel reservations	Bank online	Use SNS	Use SNS	Bank online	Religious info
Online classifieds	Online classifieds	Online classifieds	Online classifieds	Rate things	Watch video
Bank online	Listen to music	Listen to music	Financial info	Use SNS	Play games
Govt website	IM	Financial info	Rate things	Online classifieds	Online classifieds
Play games	Play games	IM	Listen to music	IM	Use SNS
Read blogs	Financial info	Religious info	Religious info	Religious info	Rate things
Financial info	Religious info	Rate things	IM	Play games	Read blogs
Rate things	Read blogs	Read blogs	Play games	Listen to music	Donate to charity
Religious info	Rate things	Play games	Read blogs	Read blogs	Listen to music



90-100%	40-49%
80-89%	30-39%
70-79%	20-29%
60-69%	10-19%
50-59%	0-9%

Key: % of internet users in each generation who engage in this online activity



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Give them what they want!

- Health Information
- Advice
- Care
- Reassurance
- Empathy
- Convenience
- Timeliness.










































What type of message works best?

Facebook interface showing the 'Manage Page' sidebar for Mark Oborn. The sidebar includes navigation options: Home, News Feed (8 new), Manage shop, Ad Centre, Inbox (42 new comments), Business apps, Events, Resources & Tools, Appointments, Manage jobs, Notifications (182 new), Insights, and Publishing Tools. A blue 'Promote' button is at the bottom.

All posts published Create Post

Reach: Organic/Paid Post clicks Reactions, comments & shares

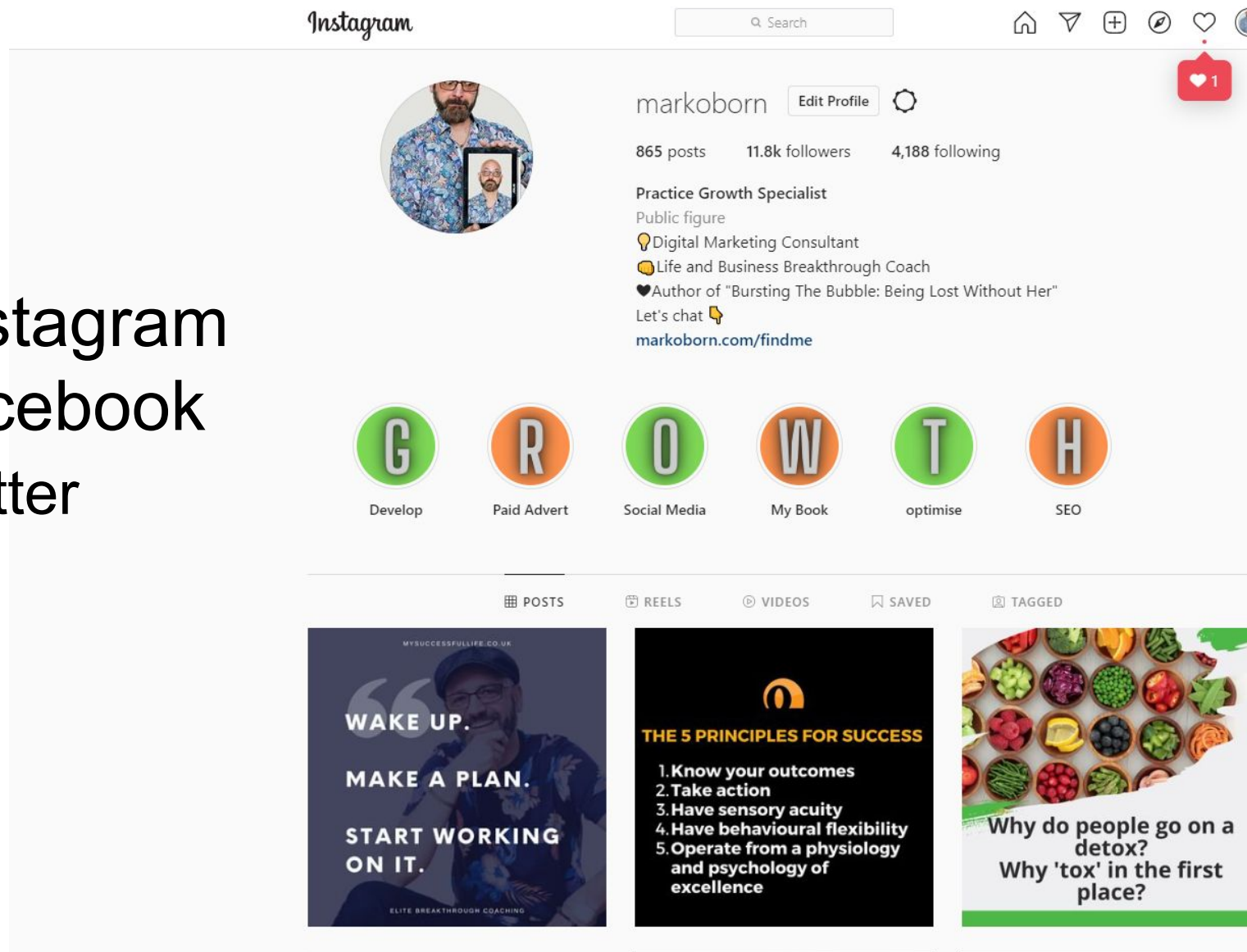
Published	Post	Type	Targeting	Reach	Engagement	Promote
05/11/2021 08:58	 Have a great weekend guys what are you up to?			22	0 0	Boost post
04/11/2021 18:45	 I feel so privileged... I launched my breakthrough			111	1 5	Boost post
04/11/2021 10:21	 "Behind every behaviour is a positive intention for that			209	12 9	Boost post
04/11/2021 10:02	 As an entrepreneur I was very proud to be asked to			7	0 3	Boost post
02/11/2021 11:53	 If you use imprecise language you'll get an			69	0 0	Boost post
02/11/2021 11:36	 Why do people go on a detox? Why 'tox' in the first			156	2 4	Boost post
01/11/2021 15:56	 Can you guess what day it is? #elitecoaching			214	3 4	Boost post
30/10/2021 13:59	 Do you practice Self-Respect? Nothing more to			133	1 0	Boost post
30/10/2021 08:09	 changing how you picture something changes your			94	1 0	Boost post
29/10/2021 08:58	 Happy Friday, have a great weekend...			65	0 0	Boost post
28/10/2021 22:50	 [LIVE UPDATE] Another patient just requested a			63	1 0	Boost post
28/10/2021 19:54	 Facebook's new name is 'META' ∞ The company's			101	1 0	Boost post
28/10/2021 18:50	 So many people have heard about NLP, but what			171	1 4	Boost post



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Creation

- Create in Instagram
- Share to Facebook
- Share to Twitter



Use technology

The screenshot shows a social media management dashboard. At the top, there's a navigation bar with tabs: PUBLISH, ACTIVITY, MONITOR, CONTENT, REPORTS, and PROFILES. Below this is a secondary bar with buttons for SCHEDULED, QUEUED, SENT, and OVERVIEW, along with filters for Team member and Profile. The main area is a calendar view for November 7-13, 2021, showing a grid of time slots from 11am to 7pm. Several social media posts are scheduled, including tweets and LinkedIn posts. A semi-transparent box is overlaid on the calendar, containing a list of three social media scheduling tools.

My dashboard 12:27 PM 20 marko

PUBLISH ACTIVITY MONITOR CONTENT REPORTS PROFILES

SCHEDULED QUEUED SENT OVERVIEW Team member filter Profile filter

TODAY Nov 7 - 13, 2021 MONTH WEEK DAY

Sun 11/7 Mon 11/8 Tue 11/9 Wed 11/10 Thu 11/11 Fri 11/12 Sat 11/13

11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm 7pm

1. Social Media Borg
2. Hootsuite
3. Planoly

6:56pm QUEUED
E-mail marketing is dead, right? OH NO IT'S NOT!
Bad, spammy and irrelevant
MARKETING IS DEAD, ISN'T IT?
@ 1

7:20pm QUEUED
Our natural healing process. I was thinking about healing, and it occur

11:52am QUEUED
"No one can make you feel inferior without your consent." Eleanor Roosevelt
1

11:53am QUEUED

1:57pm QUEUED
Do you write a blog? Interested to know, how often do you publish?
1

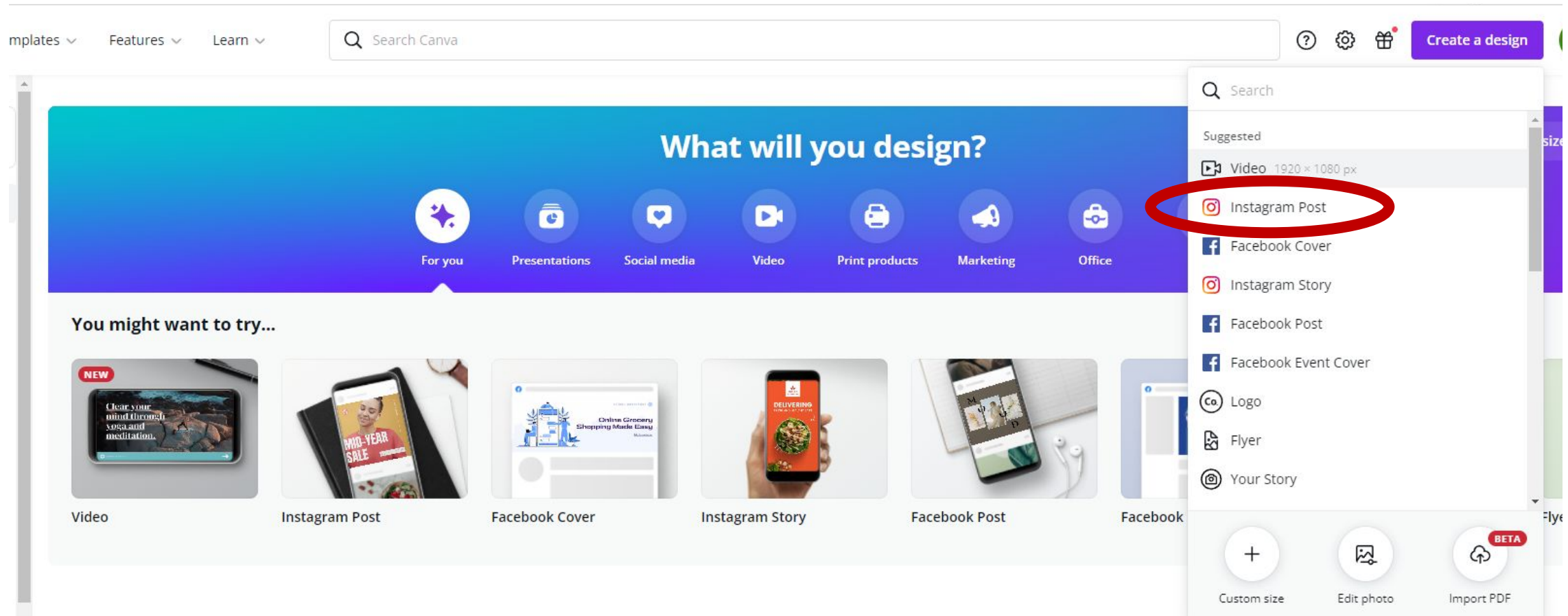
1:58pm QUEUED
#FF @DENTISTRYSHOW for keeping the dentistry profession informed and ed
1

2:25pm QUEUED
#FF for @gary_talks - listen to his podcasts if you want to learn how t
1

6:37pm QUEUED
#Wakeup The Game Changing Guide to Turbocharging the Success of your
CHANGING GUIDE TO TURBOCHARGING
f 1 @ 1 in 1 +1

6:50pm QUEUED
#WakeupWednesday If you're struggling to talk about money with your pat
TALK ABOUT MONEY WITH
f 1 @ 1 in 1 +1

Use Canva



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Templates

Elements

Uploads

Photos

Text

Styles

Audio

Videos

Background

Logos

...

More

Search templates

Coronavirus Instagram Post

See all

Emergency Numbers

These numbers are available 24/7 (For PLDT, Smart, Sun & Digi)

Metropolitan Manila Development Authority (MMDA) 090-111-1111

Philippine National Police (PNP) 090-111-1111

24/7 COVID EMERGENCY HOTLINE

To all offices nationwide

02-894-COVID (02-894-26843)

For COVID-19 cases, hot and hot cases

1555


Newsroom Instagram Post

See all

“We are delighted to receive this award and grant from the local government of Marikina.”


The award recognizes our commitment to providing the best quality of service and best working conditions for our employees in the city of Marikina.

— WILLYA DE ROSA, Director of Services



BREAKING NEWS

Emily Gregory makes history as the first Southwestern senior to win the Marikina Senior Award.



Animated Instagram Post

See all

Kind words

“The author states that character is not a virtue, it is a habit.”

“I learned that I am not a person, I am a process.”

“The only way to live is to love.”

“The author states that character is not a virtue, it is a habit.”

“I learned that I am not a person, I am a process.”

“The only way to live is to love.”

Can You Be My Forever Coffee Date?

“I am a person, I am a process.”

“The only way to live is to love.”

Can You Be My Forever Coffee Date?


“I am a person, I am a process.”

“The only way to live is to love.”

Love Instagram Post

See all


DO MORE OF WHAT YOU LOVE



Testimonial

“The face mask really good on me, moisturizing and my pimples slowly gone”

Demaris, 22



+ Add page

Notes


61%

1

↶

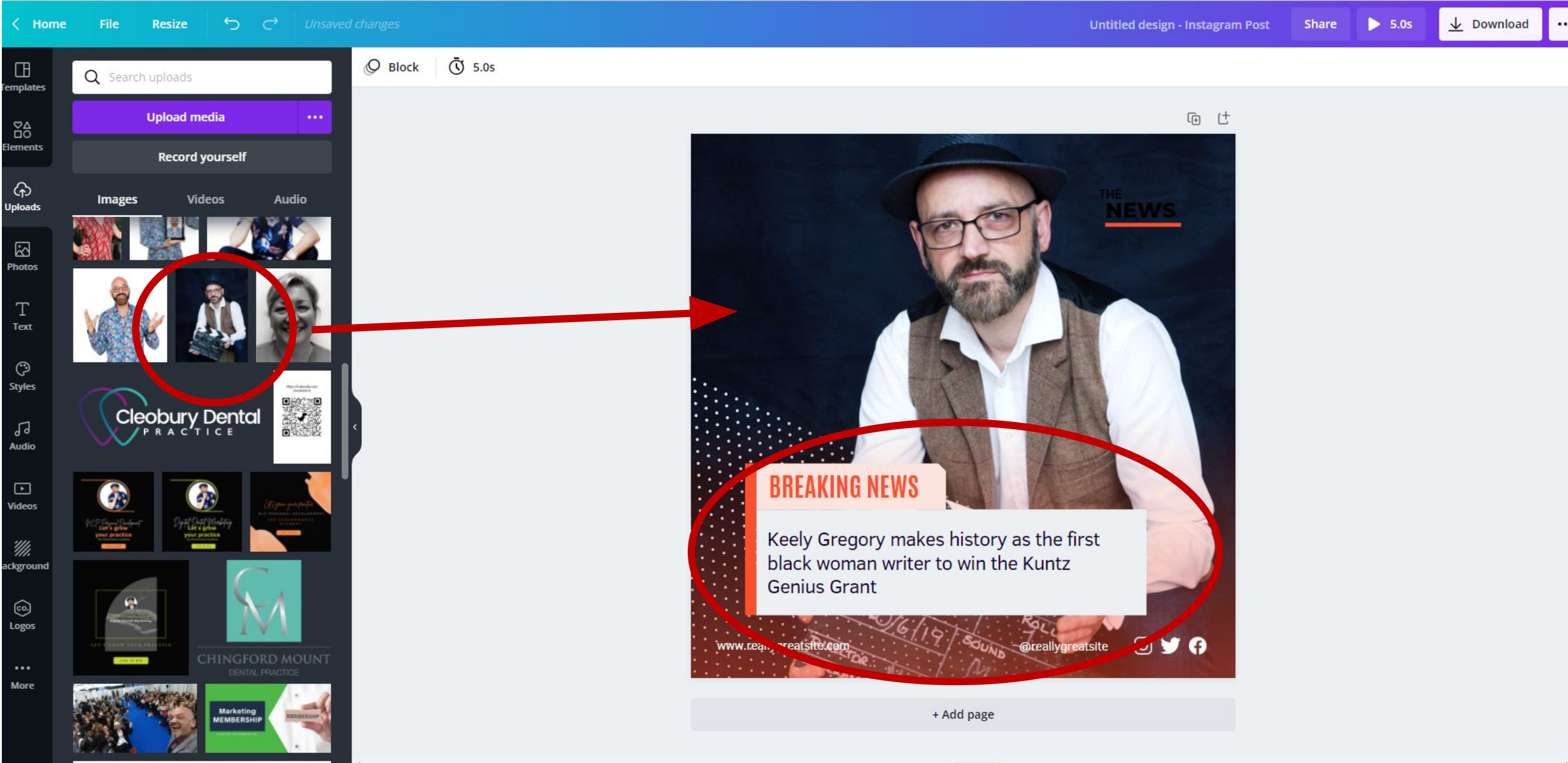
↷

?

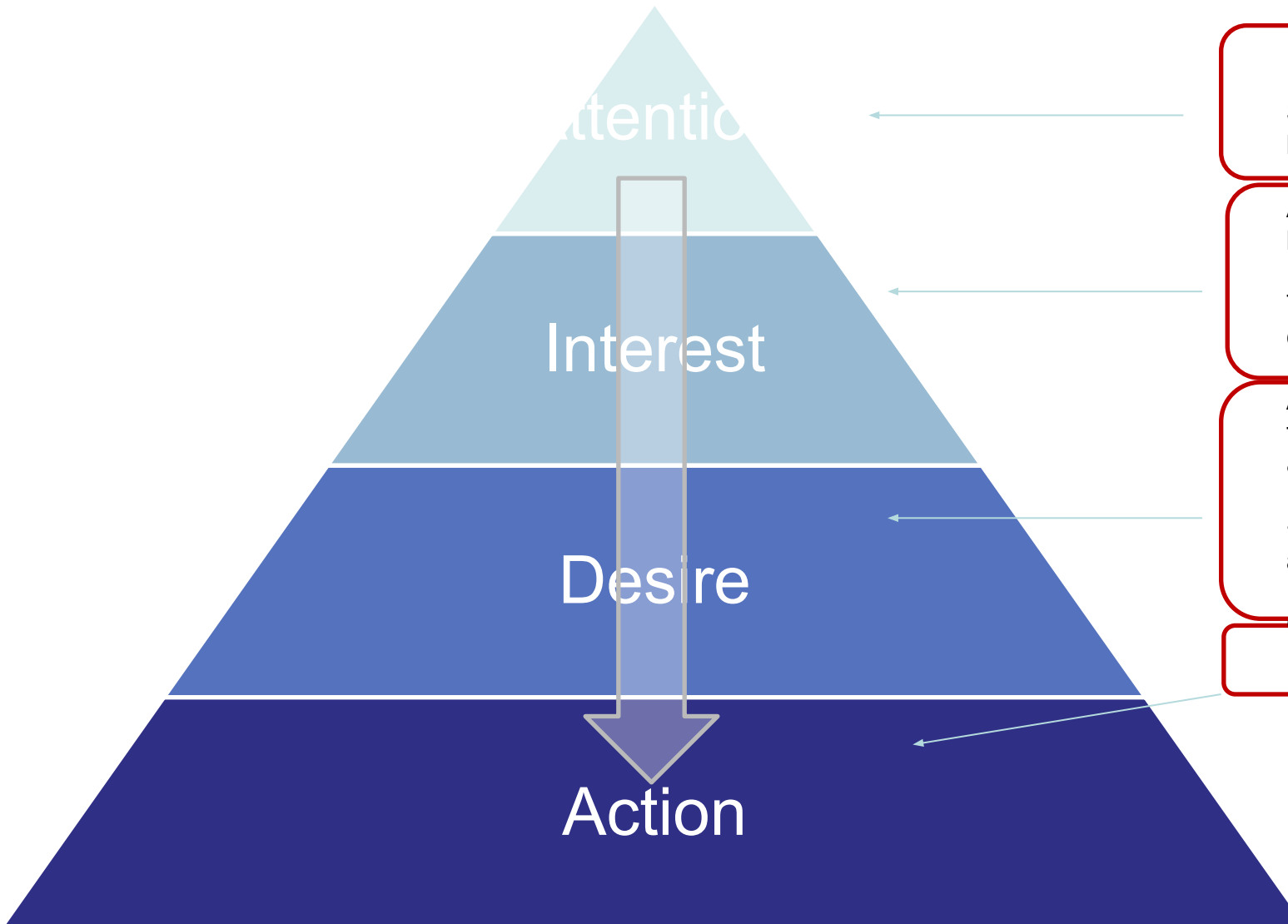


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How to structure a social media post



Hey <location> 🙌

Straight teeth doesn't always mean paying more for invisible braces... 😱

As specialist orthodontists we're able to offer the best braces, based on budget, lifestyle and desired results.

This could be invisible braces, but there are more affordable choices - We have options from £X...

At <practice> we're offering a FREE Straight Teeth consultation to show how we can offer the best value braces. No obligation & no risk.

<practice> Orthodontics has helped over X000 people to enjoy a great big 😁 with Invisalign Aligners, Clear Braces & Braces

Click 'Book Now' below to get booked in, whilst places last.



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Pembroke Dental Ballsbridge

Published by Sendible · 2h · 🌐



Are you nervous, anxious or worried about dental treatment?

The team at Pembroke Dental Ballsbridge understands that many people are apprehensive about dental treatment. Some people fear the sound of the drill or injections in the mouth, while others have an unspecified fear that they just can't explain. Rest assured, you're not alone — in fact, a fear of the dentist is very common.

❤️The good news is, we can help.❤️... See more



PEMBROKEDENTIST.IE

Oral & IV Dental Sedation | Pembroke Dental Ballsbridge

Our leading dentists offer IV sedation for patients who are anxious ...



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Making your marketing more effective

Be clear about the process...

...and use automation with immediacy



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Making your marketing more effective

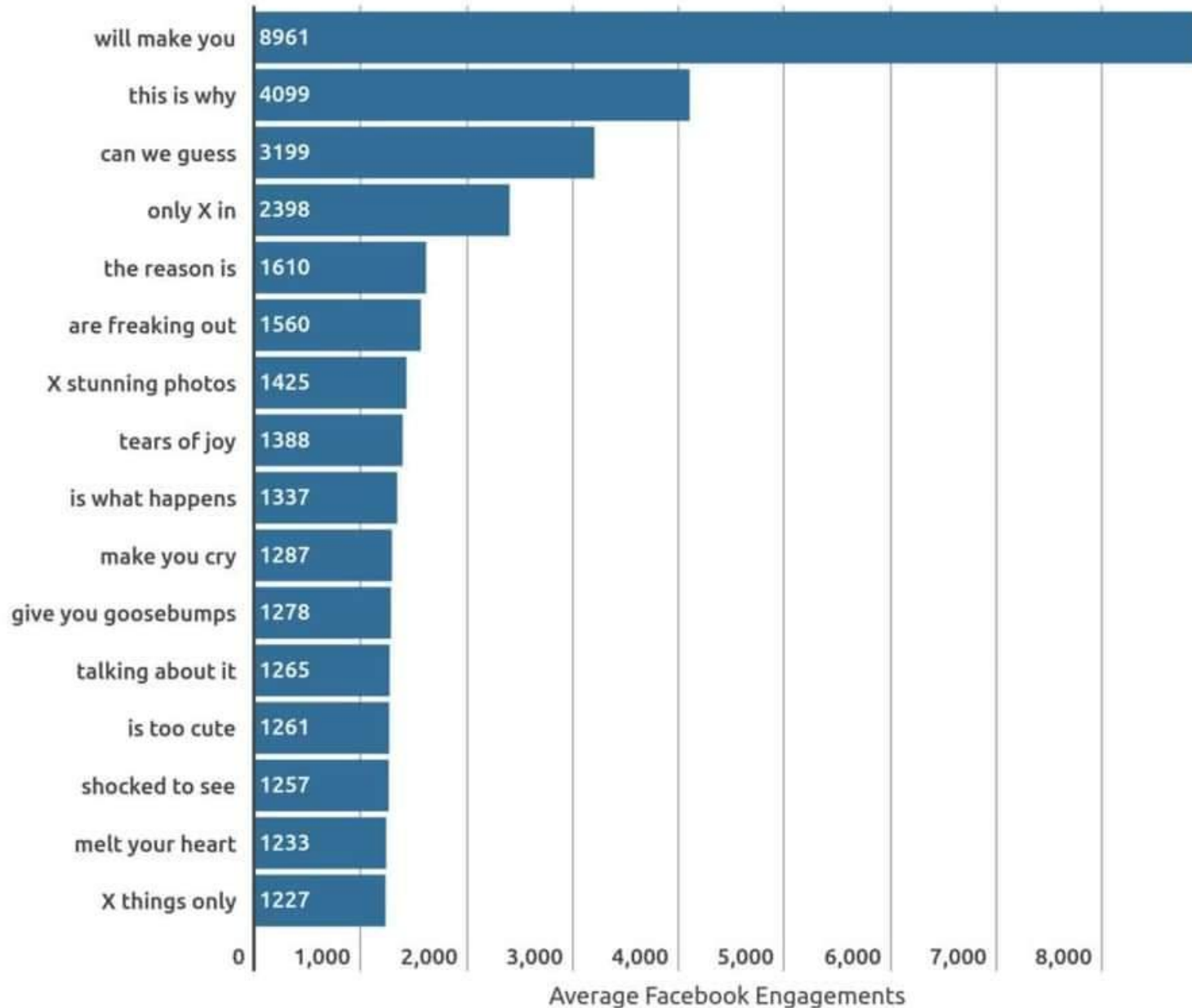
Use engaging headlines



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Top Headline Phrases

Measured by average Facebook Engagement



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Making your marketing more effective

Use questions



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What you will learn

- What type of message works best?
- How to structure a social media post
- Instagram
- Facebook



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Instagram

- Daily blog with images
- Image stream permanent (shown to followers and on discover page only)
- Reels stream permanent (shown to both followers and others likely to like your content)
- Stories which decay (shown to followers only)
- Boost posts
- Linked to Facebook business page



Options

BUSINESS SETTINGS

Payments

Branded Content Approvals

Switch Back to Personal Account

Allow Others to Reshare



Other people can add your posts to their stories. Your username will always show up with your post.

SETTINGS

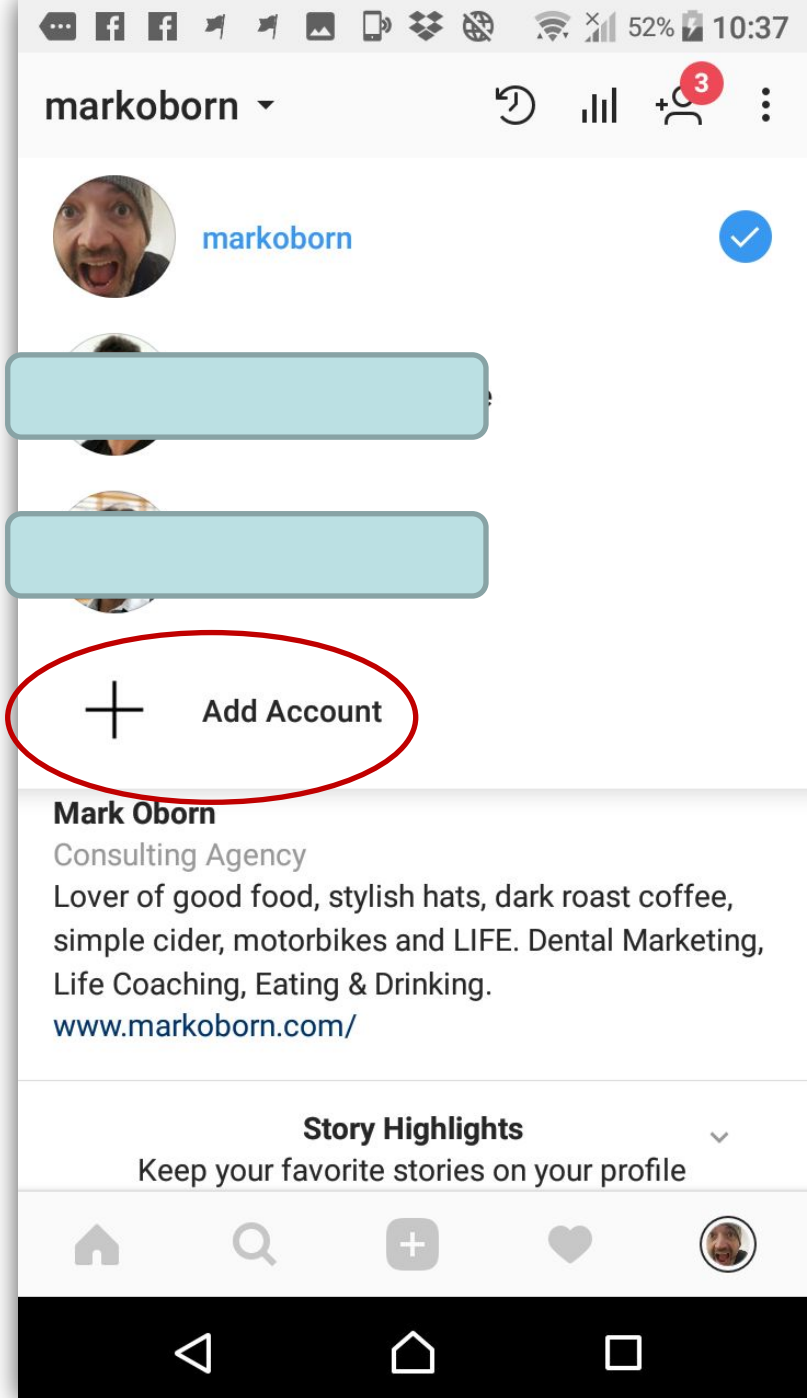
Linked Accounts

Contacts

Language



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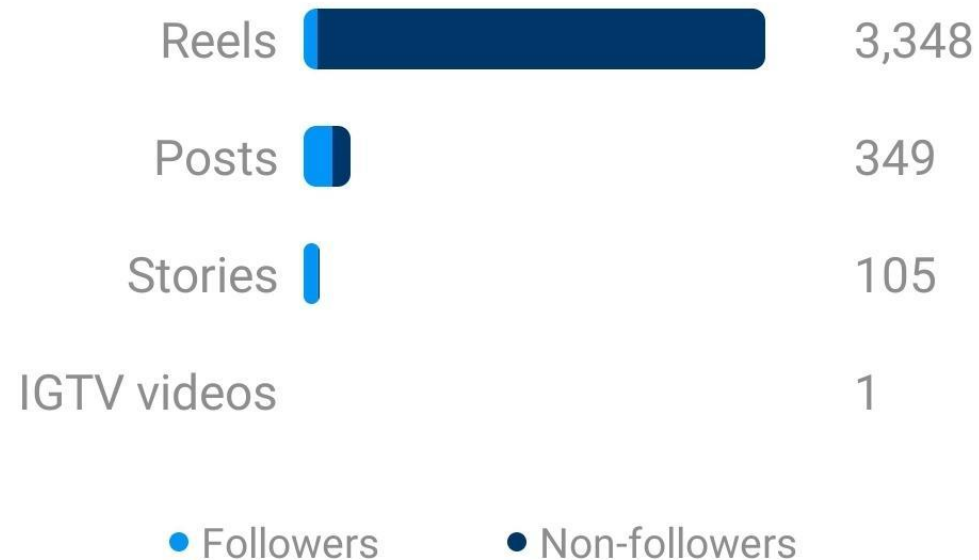


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Instagram

Content type

Based on reach



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markoborn ▾ ●



[View professional dashboard](#)



845 Posts **12K** Followers **4,150** Following

Practice Growth Specialist
Public figure
💡 Digital Marketing Consultant
👊 Life and Business Breakthrough Coach
❤️ Author of "Burstin... more"
markoborn.com/findme

Track your performance

You've reached 27.1K accounts in the 30 days, +135% compared to 15 Aug - Sep.



[See all insights](#)

Insights overview

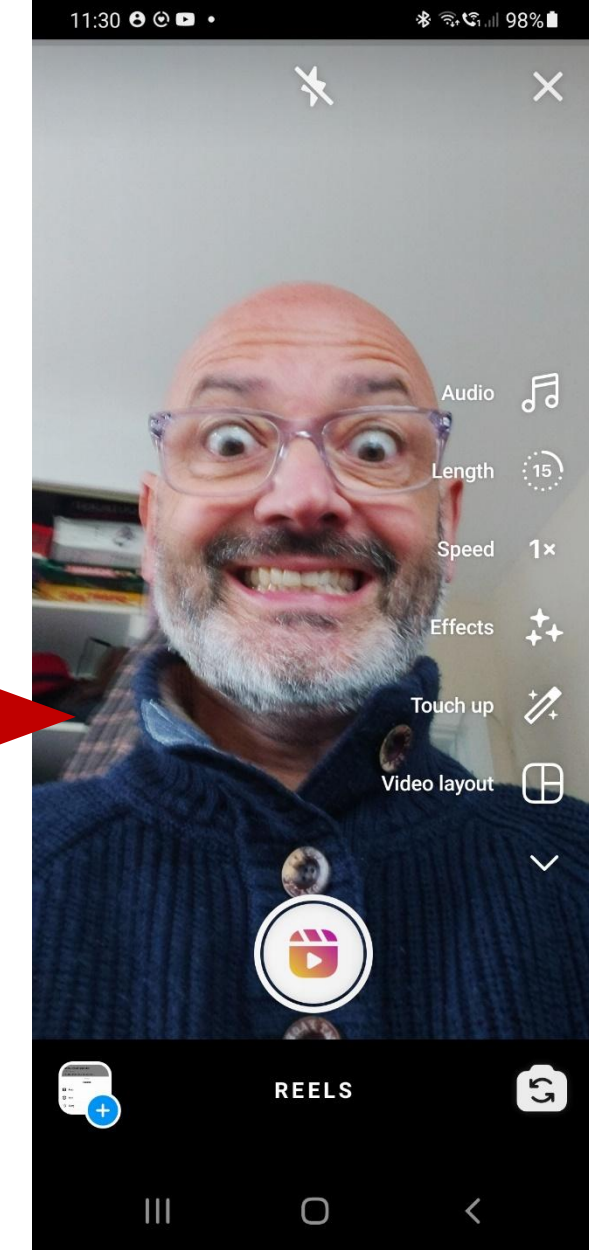
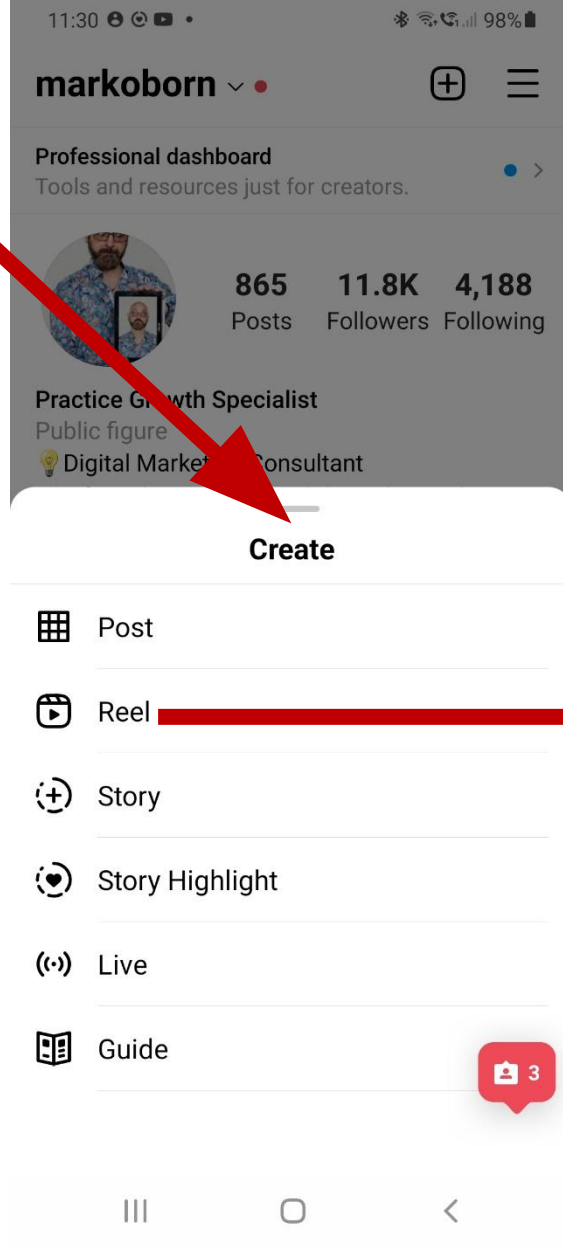
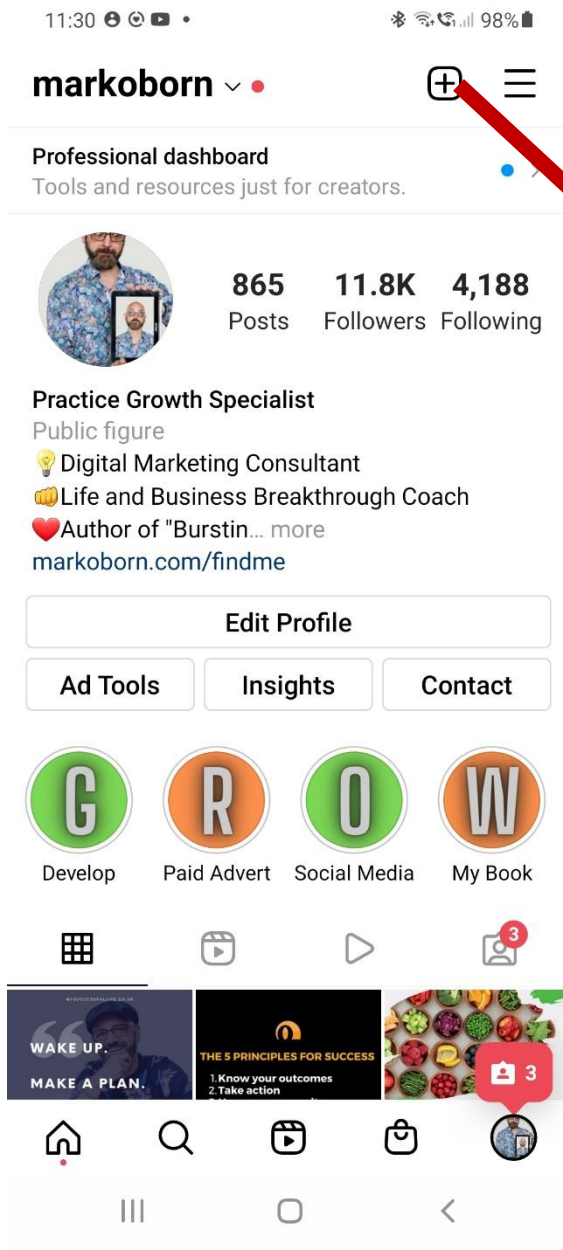
You reached **+135%** more accounts compared to 15 Aug - 13 Sep

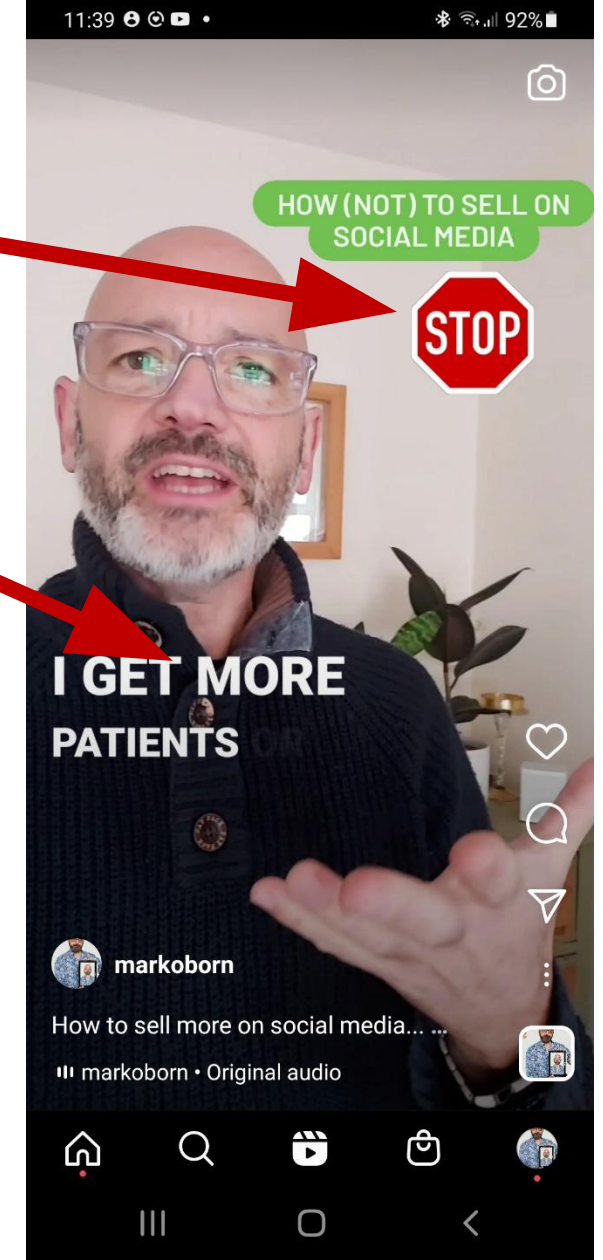
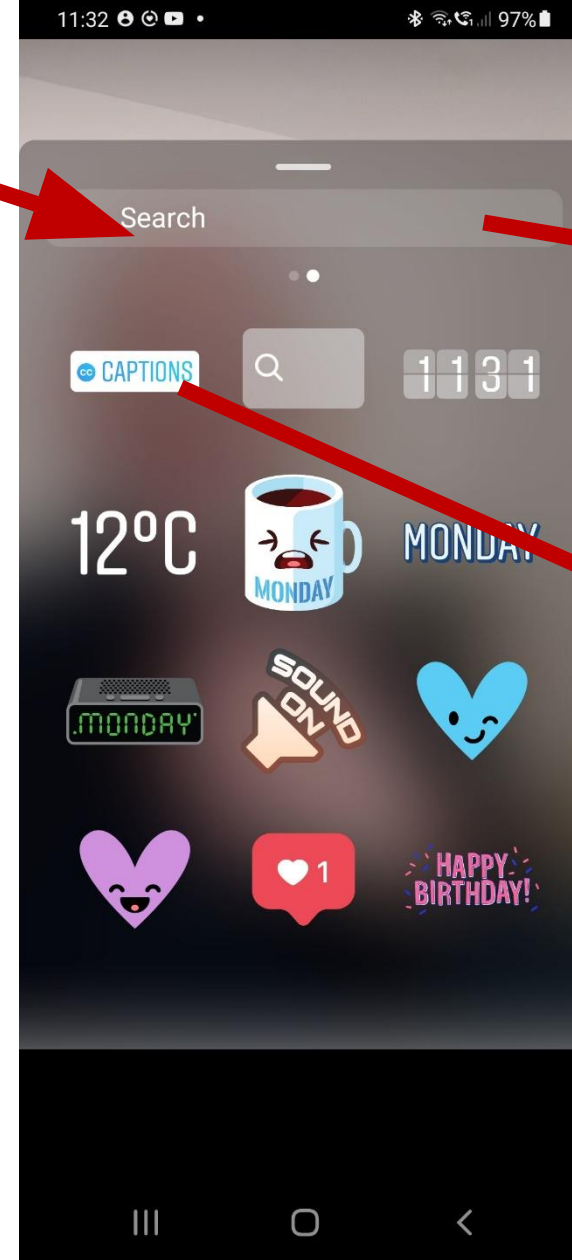
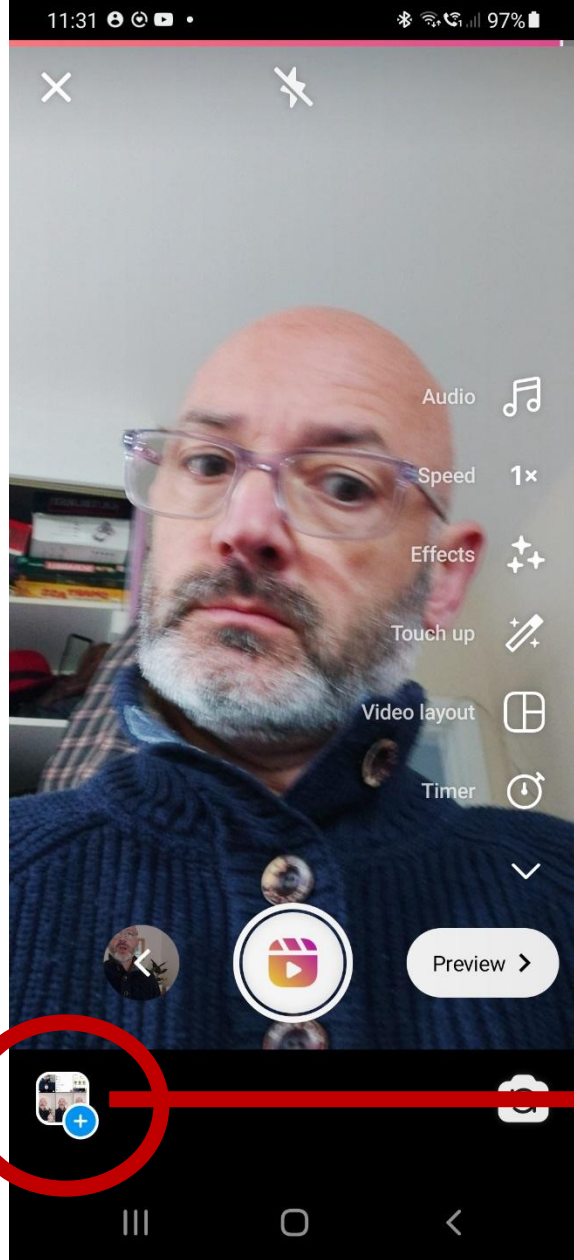
Accounts reached	27.1K > +135%
Content interactions	650 > +129%

INSTAGRAM REELS

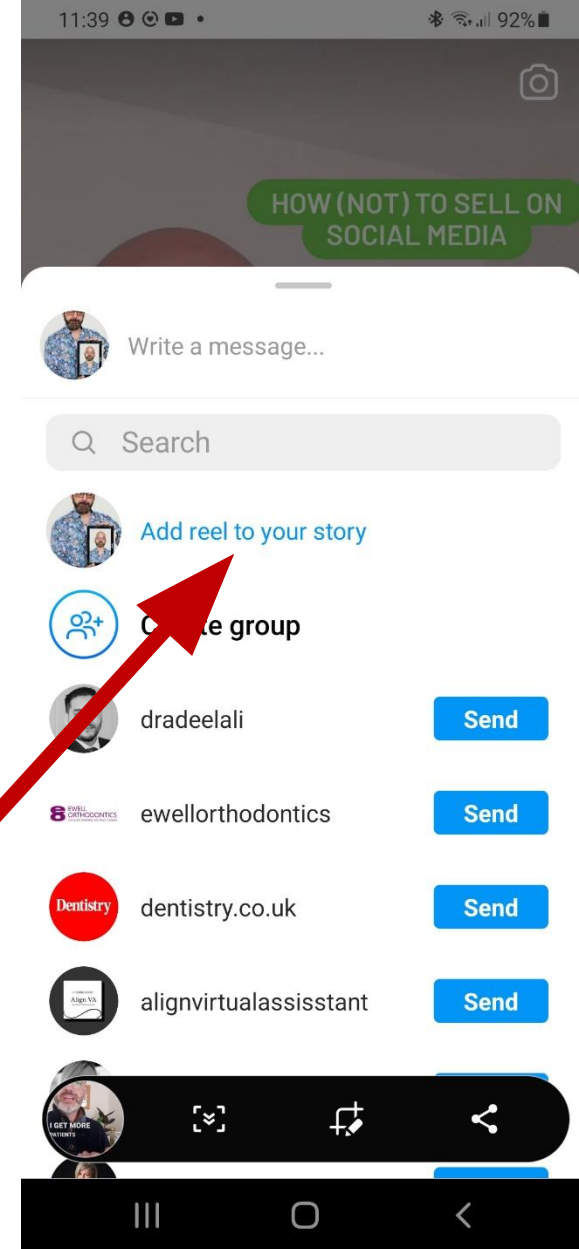
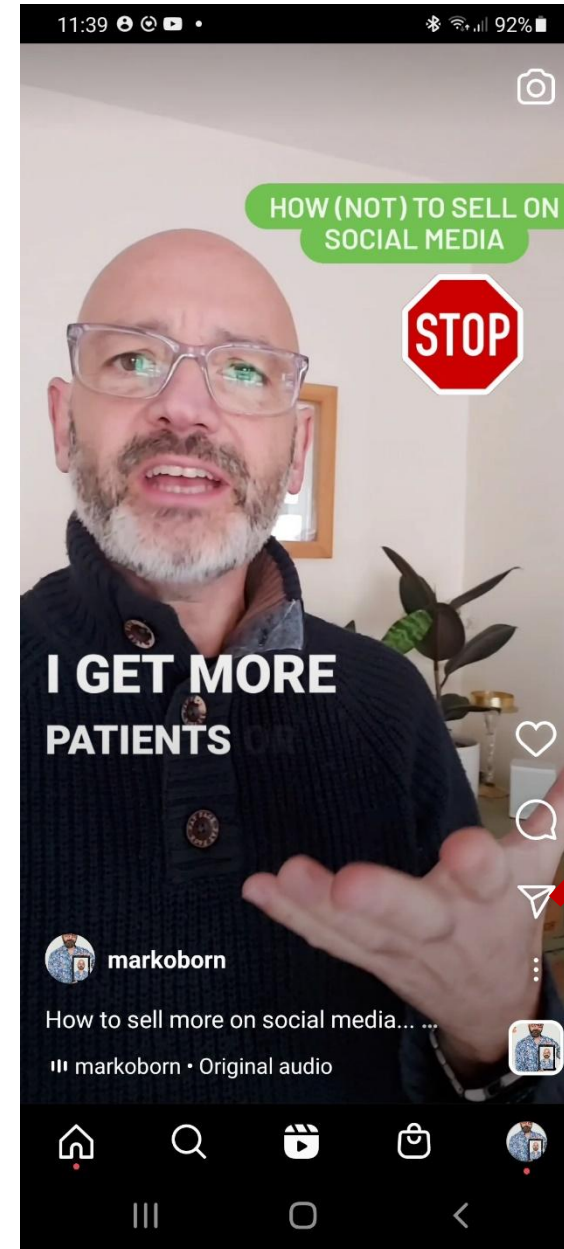
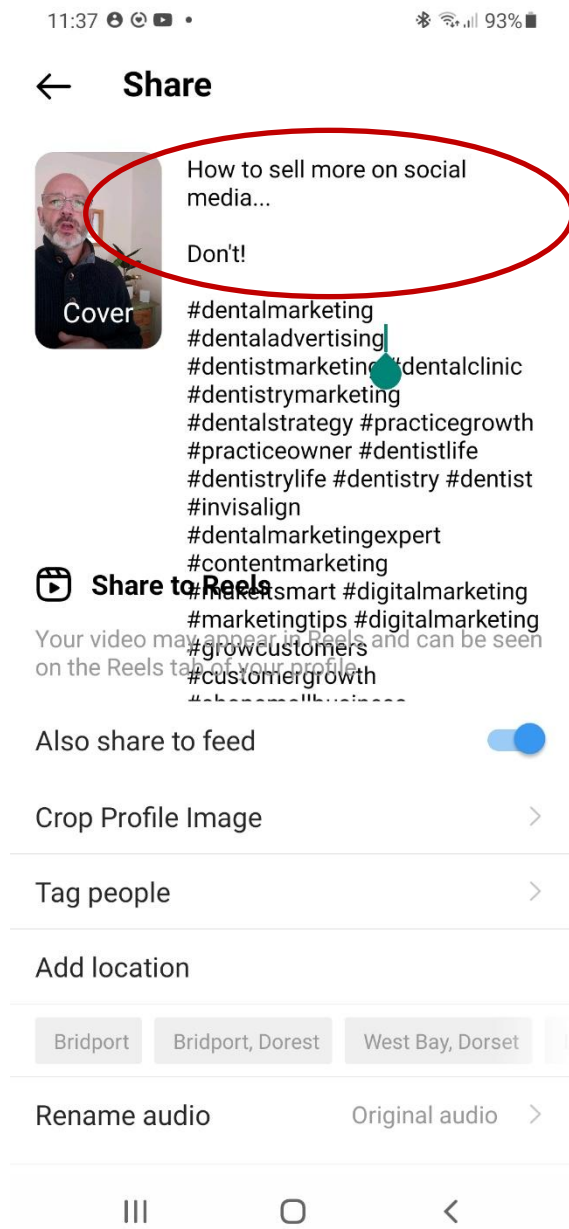


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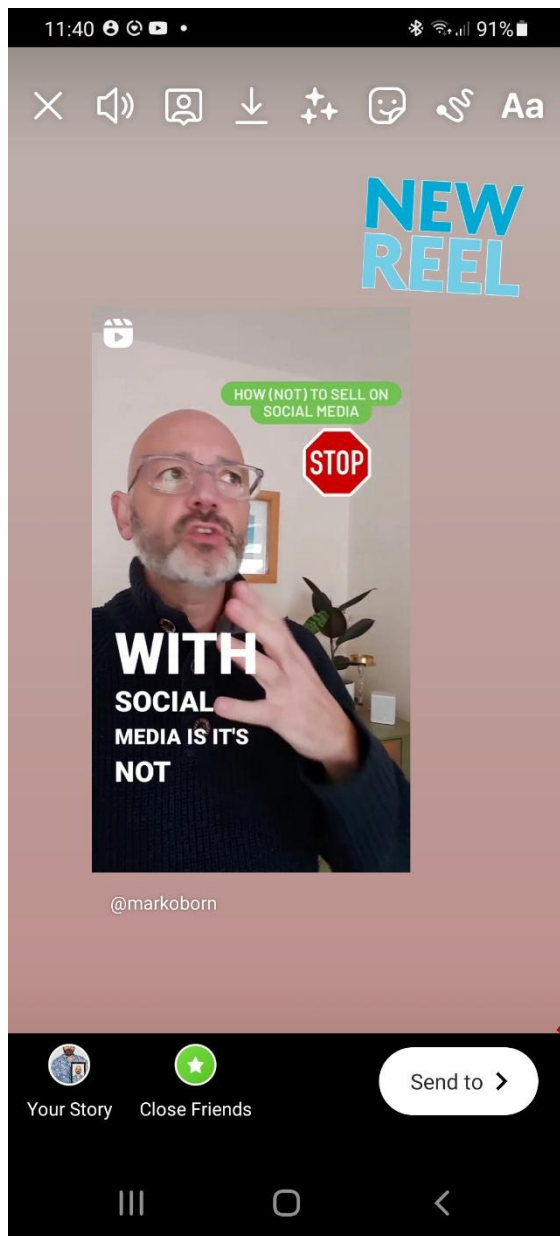


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11:40

markoborn

866 Posts11.8K Followers4,188 Following

Practice Growth SpecialistPublic figureDigital Marketing ConsultantLife and Business Breakthrough CoachAuthor of "Burstin... moremarkoborn.com/findme

Edit Profile

Ad ToolsInsightsContact

DevelopPaid AdvertSocial MediaMy Book

WAKE UP. MAKE A PLAN. START WORKING ON IT.

THE 5 PRINCIPLES FOR SUCCESS1. Know your outcomes2. Take action3. Have sensory acuity4. Have behavioural flexibility5. Operate from a physiology and psychology of excellence

← Reels

HOW (NOT) TO SELL ON SOCIAL MEDIA

STOP

ASKED ABOUT SOCIAL MEDIA

markoborn

How to sell more on social media... ..

markoborn · Original audio

← Reels

HOW (NOT) TO SELL ON

Delete

Turn off remixing

Remove from profile grid

Turn off commenting

Edit

Copy link

Turn On Reels Notifications

Share to...

Save to Camera Roll

Save

View Insights

Remix This Reel

11:46

Home

Facebook Page, Instagram Account

Create Post

To-Do List

Comments20+ unread

Recent Posts

FacebookInstagram

Mark Oborn15h

HomePostsInboxTools

What you will learn

- What type of message works best?
- How to structure a social media post
- Instagram
- Facebook



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Facebook

Posts & Videos



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Getting your Facebook page seen

Understanding Edgerank



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PRESENTING

EdgeRank

A GUIDE TO FACEBOOK'S NEWSFEED ALGORITHM

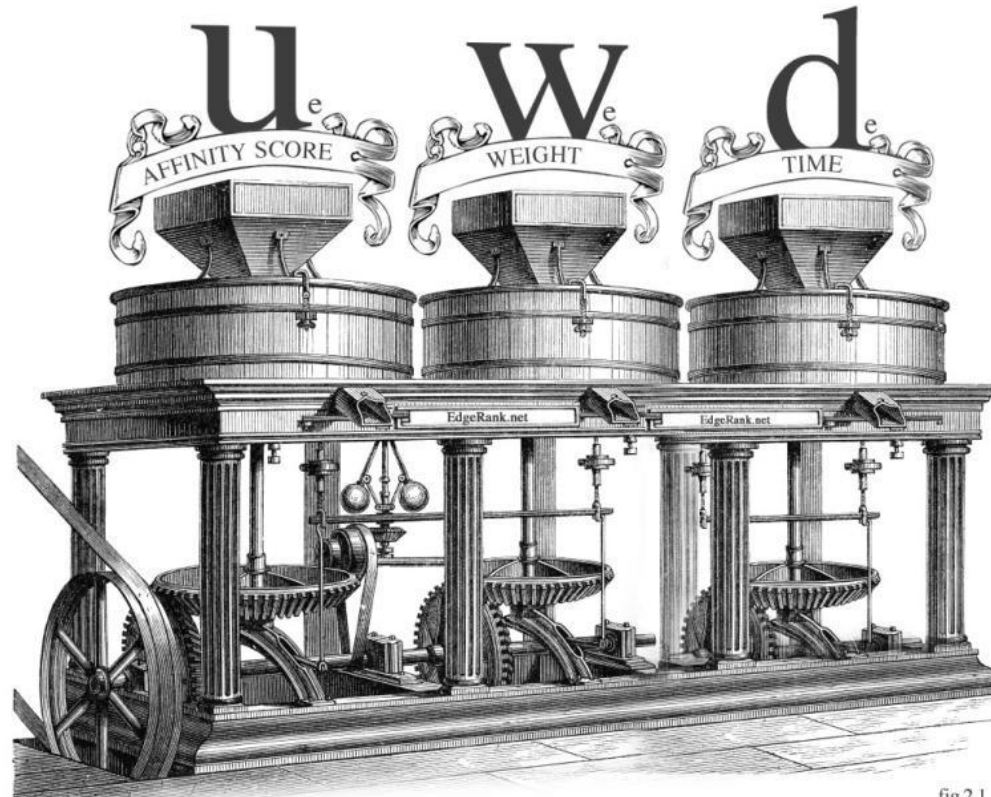


fig 2.1

Source: EdgeRank.net

$$\sum_{\text{edges } e} u_e w_e d_e$$

u_e ~ affinity score between viewing user and edge creator

w_e ~ weight for this edge type (create, connect, like, tag, ect.)

d_e ~ time decay factor based on how long ago the edge was created



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Every action on Facebook is a potential newsfeeds story, Facebook calls these actions “Edges”

U_e ~ affinity score between viewing user and edge creator

W_e ~ weight for this edge type (create, connect, like, tag, ect.)

d_e ~ time decay factor based on how long ago the edge was created

- Affinity score
- Edge weight
- Time decay



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General points to note

- There is no general edge rank score as each fan has a different affinity score with your page
- Facebook keeps the full algorithm secret
- Your page, per se, will NEVER appear in any news feed, only stories will appear, so it's only stories that have an edge rank.



Videos

- Upload a genuinely useful video NO SELLING
- Share this video to local groups
- WAIT...



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HOW (NOT) TO SELL ON SOCIAL MEDIA

STOP

ABOUT
PEOPLE
KNOWING YOU
IT'S

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Reach more people with this video
You could reach up to your video for £30.

← More options

Share to a group

Share to a Page

8
People reached

0
Eng

Like Comment Share

Comment as Mark Oborn



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Campaigns

Mark Oborn (601687411225645)



Updated just now



Discard Drafts

Review and Publish



Campaigns in the European Region may be affected Starting on 6 July, we're updating our privacy controls in the European Region to align our products with evolving regional privacy guidance. As people in these countries use our new controls, ... [Learn more](#)

Search and filter

Last 30 days: 9 Oct 2021-7 Nov 2021

Note: Does not include today's data

Campaigns

Ad sets

Ads

+ Create



Edit

A/B test



Rules

View Setup



Columns: Performance

Breakdown

Reports

<input type="checkbox"/>	Off/On	Campaign name	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "I just quickly wanted to let you ..."	Completed	Lowest cost	£30.00 Lifetime	7-day click or ...	113 Post engagements	2,824	3,551	£0.27 Per Post Engagement	£30.00	
		Results from 1 campaign				7-day click or ...	113 Post engagements	2,824 People	3,551 Total	£0.27 Per Post Engagement	£30.00 Total Spent	



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Create New Campaign

Use existing campaign

×

Choose a campaign objective

[Learn more](#)

Awareness

☐ Brand Awareness

☐ Reach

Consideration

☐ Traffic

☐ Engagement

☐ App Installs

☐ Video Views

☒ Lead Generation

☐ Messages

Conversion

☐ Conversions

☐ Catalogue Sales

☐ Store Traffic



Lead Generation

Use forms, calls or chats to gather info from people who are interested in your business. [Learn more](#)

Name your campaign • optional

▼

Cancel

Continue



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Create new audience

Use saved audience ▼

Custom Audiences

Search existing audiences

Exclude

Locations

Location:

- United Kingdom

Age

18 - 65+

Gender

All genders

Detailed targeting

Detailed targeting expansion:

- On

Languages

All languages

Show more options ▼

Save This Audience

Create new ▼

Custom Audience

Reach people who've already done business with your business.

Lookalike Audience

Reach new people on Facebook who are most similar to your current customers.



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Choose a Custom Audience source



Connect with people who have already shown an interest in your business or product.

Your sources

☐

Website

☐

Customer list

☐

App activity

☐

Offline activity

Facebook sources

☒

Video

☐

Lead form

☐

Instagram account

☐

Events

☐

Instant Experience

☐

Facebook Page

☐

Shopping

☐

On-Facebook listings



Cancel

Next



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Create a video engagement Custom Audience



Engagement ⓘ

People who viewed at least ten seconds of your video

Choose videos X

People who viewed at least ten seconds of your video ▼

- ☐ People who viewed at least three seconds of your video
- ☒ People who viewed at least ten seconds of your video
- ☐ People who either completed or viewed at least 15 seconds of your video (ThruPlay)
- ☐ People who have watched at least 25% of your video
- ☐ People who have watched at least 50% of your video
- ☐ People who have watched at least 75% of your video
- ☐ People who have watched at least 95% of your video



Back

Create Audience



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Select Videos

Video sources

 Facebook Page

Facebook Page

 Mark Oborn

Last used date ▼

 Select Dates ▼

◀ Page 1 ▶

Thumbnail

Video details

3-second video views ⓘ

Last used



[How \(not\) to sell on social media...](#)
0:58 • Uploaded: 8 Nov 2021

3



8 Nov 2021



[When is the best time to create yo...](#)
0:50 • Uploaded: 12 Oct 2021

31



12 Oct 2021



[Manly... ggrrr, what a label. But ar...](#)
0:07 • Uploaded: 7 Oct 2021

23



7 Oct 2021



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Audience

Define who you want to see your ads. [Learn more](#)

Create new audience

Use saved audience ▼

Custom Audiences

Create new ▼

Engagement – Video

watched XYZ video



Search existing audiences

Exclude

Locations

Location:

- United Kingdom

Age

18 - 65+

Gender

All genders

Detailed targeting

Detailed targeting expansion:

- On

Languages



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perforated OFFICE

perforated Dental Bridge


Sponsored · 🌐

Hey Dublin! 🇮🇪


We're looking for patients to take ...see more





FORM ON FACEBOOK


Book a **FREE** Straighter Teeth Consultation 

BOOK NOW

 Like

 Comment

 Share



Request a **FREE** Dental implant Consultation

- Full mouth examination
- Professional photographs
- Discussion of treatment options
- Basic treatment plan
- Likely costs

We'll use this information to contact you to book your initial assessment

Have you already had a consultation with another dentist?

Select ▼

What do you want to improve about your smile/teeth?

Enter your answer.

What has made you interested now?

Enter your answer.

What time frame are you wanting results by?

Enter your answer.

Email

dentalhelpandadvice+academytesr@gmail.com

Full name

Bob

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Engage

- Comment on posts of people you follow (following)
- Comment on followers posts (followers)
- Respond to all comments, thank people
- Use hashtags
 - Target Market
 - Problem or TX specific
 - Trending





Create a design

Create a design

Social Media



Home

Brand kit

Design School

Create a team

Folders

All your designs

Shared with you



Twitter Post



Twitter Header



Tumblr Graphic



YouTube Thumb...



YouTube Channe...



Snapchat Geofilter



Pinterest Graphic



LinkedIn Banner



Tumblr Banner



Twitter

Documents



A4 Document



Presentation Wid...



Presentation (4:3)



Letter



Letterhead



Resume



Report



Daily Report



Memo



Business Card

Mark's Top Tips

- Don't be tempted to post too many marketing images
- Be personable
- Mix images, video and stories
- Promote posts with a link
- Drive people to your profile page where there is a link
- Use hash tags
- Engage with people's posts by liking and commenting





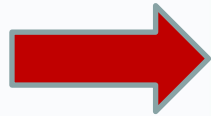
Change your header photo

mark OBORN

Tweets 26.3K Following 2,228 Followers 6,511 Likes 877 Lists 10 Moments 0

Cancel

Save changes



Mark Oborn

@markoborn

#Dental #marketing expert using TRAFFIC and CONVERSION optimisation to attract new patients for you #PPC #SEO #email. I'm also #vegan and love #food & #beer

West Dorset

markoborn.com

☒ Show when I'm LIVE

Theme color

Birthday

887 Photos and videos



Tweets Tweets & replies Media



Mark Oborn @markoborn · 14h

Have a great week and thank you so much for the re-tweet @mikhalt #HappyMonday



Mark Oborn @markoborn · 20h

Thank you so much for following, it means a lot @DLdnNetwork @pdmarket @GuildfordOrtho1 #HappyMonday



Mark Oborn @markoborn · 22h

The latest Daily Dose of Dentistry! paper.li/markoborn/1465... cheers @grbusinaro @paulw_design @ExposureNinja #dental #dentistry



Signs of a Cavity | Dr. Andres de Cardenas

decardenasmd.com Food is a wonderful way that we can indulge our

Your Tweet activity

Your Tweets earned 8,045 impressions over the last week



View your top Tweets

Who to follow · Refresh · View all

Followed by Hayley Irons and others

Today's Dentist @Today'sD... ✕

Follow

Theaoborn @obornthea ✕

Follow

Followed by Hayley Irons and others

FTALaw @FTALaw01 ✕

Follow

Find people you know

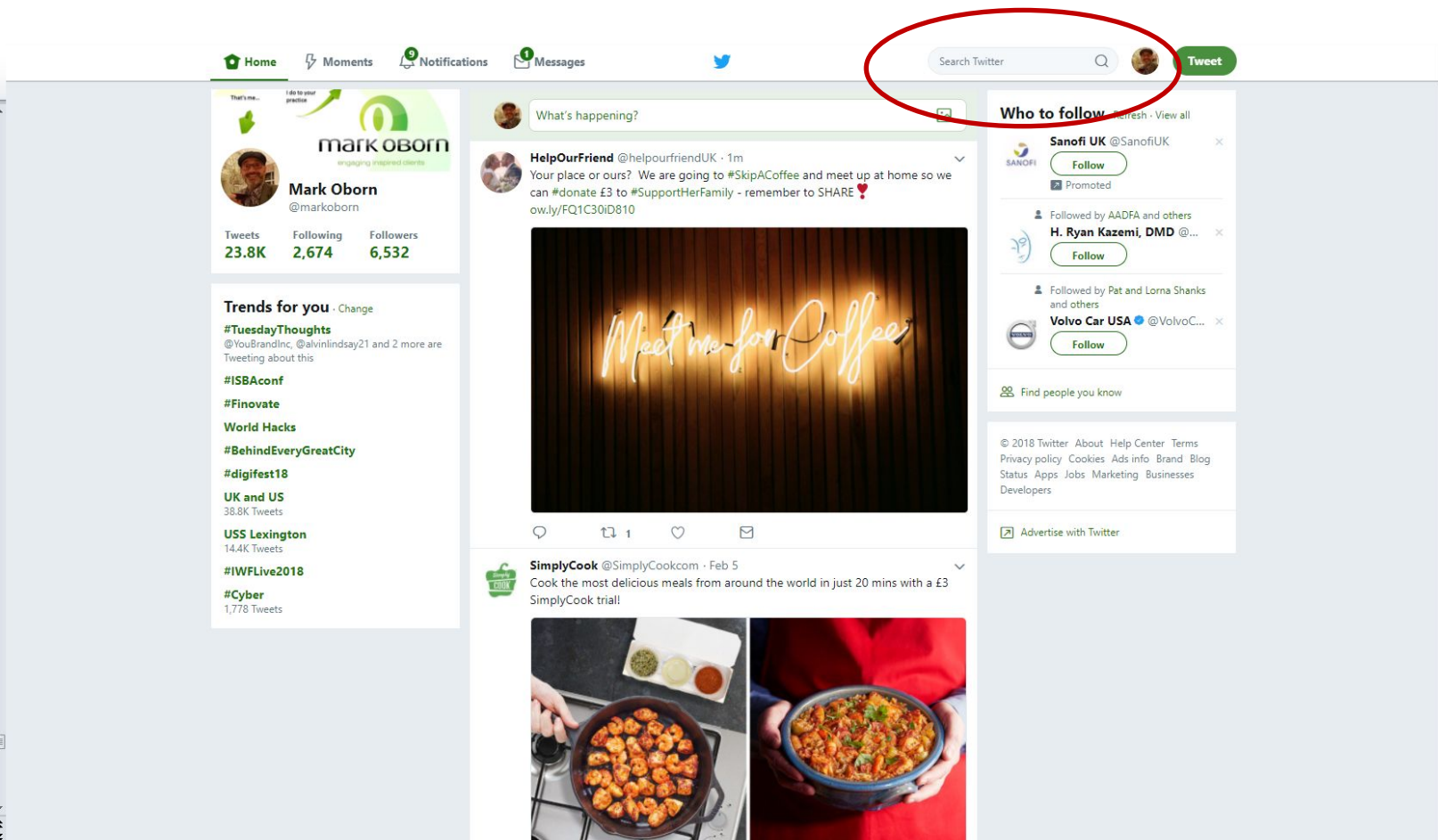
Trends for you · Change



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Twitter local influencers



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Terry Makewell @TerryMakewell · Mar 1

We've had about 1/2 foot of snow in the last few hours and the River Exe appears to be getting some ice sheets #Exeter #Devon #StormEmma



Follow

Terry Makewell

@TerryMakewell

Chief Digital Officer at @ONS | Digital
Advisor @BritishCouncil | Trustee @
South West Heritage Trust & @ExeterCI

Tweets

4,410

Following

1,189

Followers

2,060

Followed by [BlueGlass](#)



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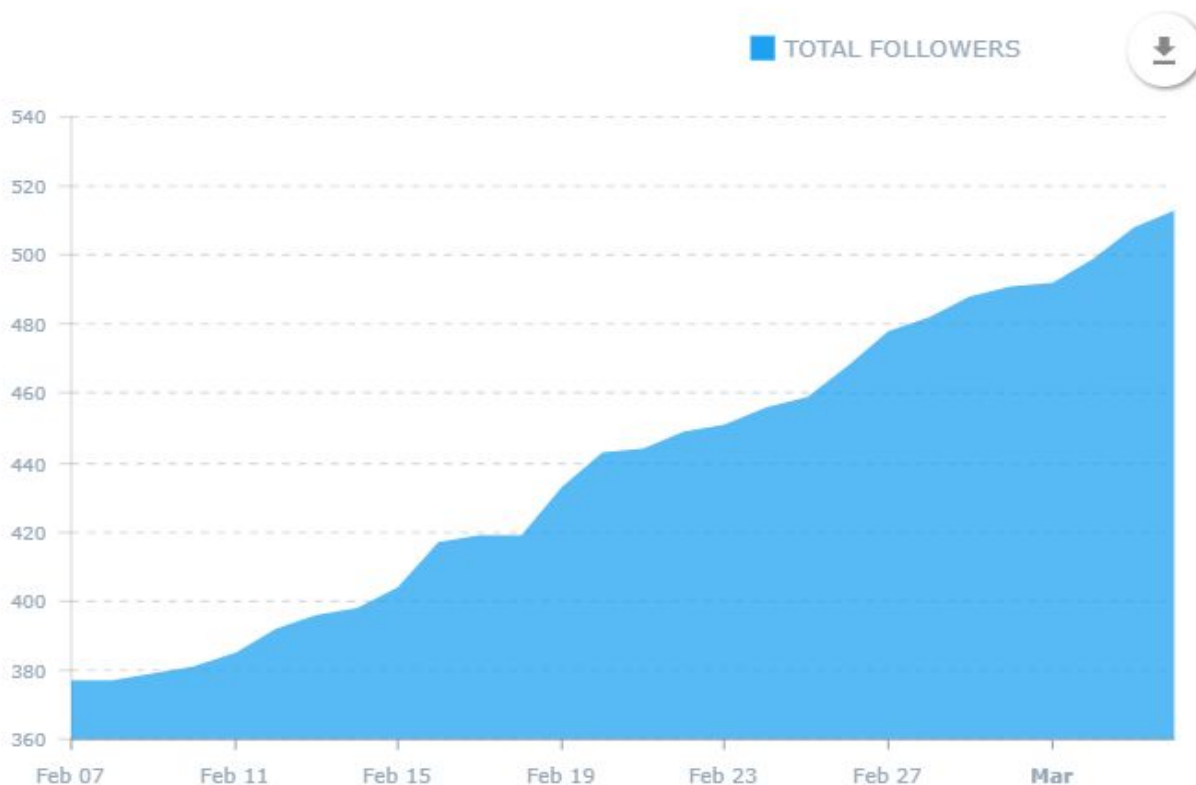
Mark's Top Tips

- Be **personable**
- Engage with influencers and engagers
- Like posts from influencers and engagers
- Vary post types
- Constant content flow
- Hand out useful advice
- Links back to your website



Proof

AUDIENCE GROWTH BY DAY



	This Month		Last Month
Mentions received:	72	↑ 554%	11
Retweets received:	32	↑	0
People mentioned/rt me*:	39 (27)	↑ 550%	6 (4)
Total reach **:	611,781	↑ 3,500%	16,990
Total statuses received:	104	↑ 845%	11



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What do you want?



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All-in-one social media manager for dentists.


Everything you need for automatic post scheduling, practice story telling, community engagement, and reporting.

#beyourstory #socialmediaborg



3 plans to attract more of the right type of new patient

 Creator

 Engager

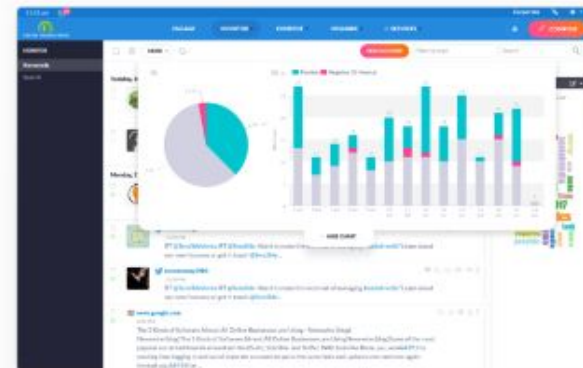
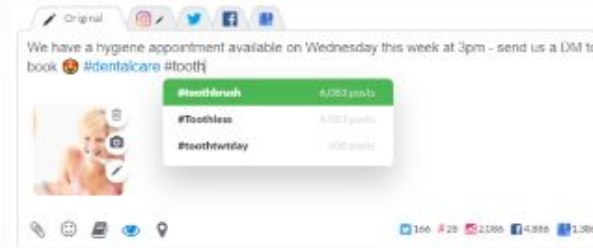
 Influencer

SOFTWARE ONLY

Ideal for getting started

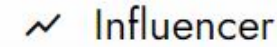
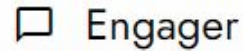
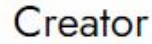
Schedule, manage and measure performance of your own content on up to 6 social profiles. The unified inbox and intuitive dashboard makes managing your social media a breeze.

[Pricing options](#) >




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re

[Pricing options >](#)

3 plans to attract more of the right type of new patient

 Creator

 Engager

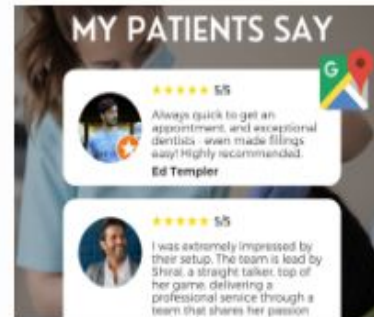
 Influencer

THE ULTIMATE IN SOCIAL MEDIA MANAGEMENT

For practices wanting to dominate, grow and stand out from the crowd on social media

Includes everything in the Engager package, plus branded engagement driving posts. These can be used to support timed campaigns, or used in an evergreen fashion to introduce team, promote reviews, introduce services and how you help your patients.

Every practice has its story. Be Your Story!



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REGIONAL EVENT

THANK YOU

FOR ATTENDING TODAY'S EVENT.

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Practiceplan
The business of dentistry

Part of the WESLEYAN Group

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