



UNIVERSITY OF TORONTO
FACULTY OF DENTISTRY

DENTAL MARKETING & SOCIAL MEDIA FUNDAMENTALS

University of Toronto Centre for Continuing Dental Education,
1440 Don Mills Road, Toronto

FOR IMMEDIATE RELEASE

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Dentistry Business/DentistFind

Dental Marketing and Social Media Fundamentals 2020 Update Scale-up your dentistry business with the right digital marketing and social media tools

TORONTO, ON – February 21st, 2020 – Dental marketing experts Sharky Liu from DentistFind and Adrian Lefler from MySocialPractice will co-host an upcoming educational course on Digital Marketing and Social Media Fundamentals 2020 Update. The program, to be held at the University of Toronto Conference Centre on February 21st, 2020, aims to equip dental businesses with effective techniques on digital and social media marketing.

Liu and Lefler note that their approaches help dental practices ensure they stay top of mind and increase patient bookings. Moreover, they teach how to use digital marketing strategies to grow private practices. These two experts emphasize that attendees will learn effective digital marketing tools, the art and science behind dental marketing, how to create lasting and beneficial patient relationships through social media, as well as actionable techniques to increase patient bookings.

The Continuing Dental Education division of the Faculty of Dentistry at the University of Toronto is committed to providing dental professionals with opportunities to improve their knowledge, skills, and judgment throughout their professional careers. Following 140 years of tradition, its educational programs balance rigorous and evidence-based science with teaching superior practical techniques. The division works with leaders in the field of dentistry to provide dental professionals with knowledge on how to leverage their networks for business growth.

Course tuition for dental team members attending without a dentist is \$490 before January 31, 2020, or \$570 after January 31. For dental team members attending with accompanying dentists, the course tuition is \$250 until space is filled. Individuals who pre-register are eligible for a \$500 value of bonus training material.

For more information, visit <https://dentalmarketingcourse.com/uoftlive>

You may also contact:

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