



KABOOM!: The Method Used By Top Dentists for Explosive Marketing Results

Wendy O'Donovan Phillips

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Most dentists feel sick when they think about marketing. Overwhelmed. Confused. Apathetic. Kaboom! offers the cure. This concise handbook shines a light on how dentists can put a method to their marketing in order to safeguard the practice for years to come. Kaboom! lays out an easy-to-follow, method for marketing: 1. Survey the patients and team 2. Define a Message and Design Equation 3. Build a Balanced Marketing Formula, or 12-month marketing plan 4. Deploy the plan for steadfast results! It's simple, yet wildly effective. The transformation is measurable. Practices that apply the Kaboom! method enjoy validation of their efforts, higher returns on marketing investments, more stability in patient traffic and production dollars, steady growth and increased practice value. Kaboom! is filled with concise analysis of why certain marketing tactics work best, and when. It covers four marketing strategies, including: brand awareness, traditional media, online promotion, and internal marketing. The book also details specific how-to instructions for fifteen marketing tactics, including: logo, tagline, signs, direct mail, print advertising, billboard advertising, broadcast advertising, website design, social media, web visitor attraction (SEO, ads, etc.), reputation management, team training, and referral mining/system. Top ten lists offer key things to avoid and tips to pursue. The book helps dentists build thriving practices with marketing backed by real methodology.

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