HOW TO DOMINATE YOUR DENTAL MARKET



Colin Receveur, CEO, SmartBox Web Marketing

Unlock the Secrets on How to Attract More and Better Patients

Is your practice evolving with the ever-growing changes in the digital world? Are you treating the patients you want to treat? Does the fear of corporate dentistry leave you lying awake at night? These are questions Colin Receveur has spent his career addressing. His all-in-one Patient Attraction System™ has helped private practice dentists more than quadruple their collections.

By using the most advanced digital tools, SEO tactics, and marketing campaigns, Colin has given dentists the chance to dominate their market while experiencing consistent profit increases. Colin has presented his seminars at the most prestigious dental meetings in the world and has authored four books on how dentists can build their digital marketing campaigns to increase patient numbers and overall revenue.

Presentations

Leveraging the Web to Attract BIG CASE Niche Dentistry

Course Overview:
You have the training, continuing education, and resources to offer BIG CASE dentistry, but you don't have the patients. Join SmartBox Web Marketing founder and CEO Colin Receveur as he shares his comprehensive digital marketing approach that can attract the patients you want. If you're tired of drill-and-fill dentistry and want better, bigger cases, you won't want to miss Colin's seminar.

Course Objectives:
- Learn what's killing your digital marketing
- Highlight digital services that can transform your digital marketing to attract better patients
- Learn how drip marketing and focused digital marketing can attract the patients you want
- Learn the most important element about attracting and retaining patients
- Learn what compels BIG CASE dental patients to buy

Dominating the Internet to Attract MORE and BETTER Patients

Course Overview:
Fee-for-service dentists are getting left behind as corporate dental practices continue to fortify across the country. There is no silver-bullet or one-size-fits-all approach to dominating your dental market, though some marketing companies love to feed dentists this myth. Using his elite Patient Attraction System™ that focuses on systems-based marketing, Colin Receveur can help you achieve maximum ROI and enjoy more profits and more freedom. Join the course to find out how you can work less and earn more!

Course Objectives:
- Learn how to leverage digital tools like SEO, PPC, and automated marketing to attract more and better
- patients
- Learn why content marketing is still king even in the digital world
- Highlight ways you're throwing your money away
- Learn about the power of social proof and video testimonials
- Learn how to attract the patients that will lead to more profits and more freedom

MORE PROFIT and MORE FREEDOM With Systems-Based Marketing

Course Overview:
Are you working too hard for too little? Are you not bringing in the cases you want to treat? Colin Receveur, founder and CEO of SmartBox Web Marketing, can show you how to improve your collections through a systems-based marketing approach. New patients are great. But are your new patients helping you grow your practice? Colin has the answers in this seminar.

Course Objectives:
- Learn how to avoid the shiny objects in digital marketing and where to direct your efforts to achieve results that will help your practice thrive
- Learn the biggest mistake dentists make when trying to convert leads into patients
- Learn why leads are slipping through your fingertips
- Learn the tools to use as you build a digital marketing presence that will dominate your market

What Dentists, Marketing Experts Have to Say

"Colin is the man in direct response marketing for dentists."
— Dr. Mitchel Friedman, Newman Springs Dental Care

"You want to be comfortable with the person you're doing business with. It comes down to that. For SmartBox, what really was interesting to me was to see that you can set it up until the person feels like you're an expert. They look at it from a holistic approach. It's not just search and optimization, it's not just pay-per-click, it's not just the website revisions, not just SEO, it's not just social media. It's the whole combination."
— Corey Hurcomb, Tulip Tree Dental Care

"Very few dental websites actually generate business for the dentist, and that's the kind of thing that Colin and SmartBox are able to accomplish."
— Dr. Michael Abernathy, Founder, Summit Practice Solutions

"Within four months we went from being nonexistent on Google to being on the first page."
— Max Gotcher, CEO & Co-Founder, Summit Practice Solutions

"We're spending 30 percent less money on marketing and attracting more higher quality implant and reconstructive cases than we were before. Colin was one of the few people that can put everything together for you."
— Dr. Piyuse Das, Implant and Cosmetic Dentist in Houston, TX

"Colin is a genius on all types of marketing, and he has several books and DVDs that dentists across the country are using."
— Dr. Woody Oakes, President, The Profitable Dentist

"Colin got me a great website, and I'm currently getting 10 patients or more per month. With my preceeding company, I got zero, so I am really excited to endorse this company. Give them a call."
— Dr. Doug Forbes, Cosmetic Dentist in Columbia, South Carolina

About Your Speaker

Colin Receveur, founder and CEO of SmartBox Web Marketing, is a nationally recognized speaker, author, and dental web marketing expert who has pioneered the way dentists market themselves online for the past decade. Colin has established a rock-solid track record with his dentist clients and turned SmartBox into a powerhouse of proven results for hundreds of dental practices around the world.

Colin's father is successful New Albany, Indiana, dentist Dr. Ron Receveur, and his mother was an elite sales consultant at a Fortune 100 Company. Colin began designing websites and dabbling in affiliate marketing at a young age, and he began SmartBox Web Marketing in 2001 while still in high school. The company has since spread to three continents and has more than 500 clients.

Colin writes and produces the daily Patient Attraction Podcast and monthly *Patient Attraction Magazine*. He also has written more than 10 books and published 30+ CD/DVD training courses on marketing for dentists.



Partial List of Speaking Engagements

- Townie Meeting
- Dentaltown/Farran Media
- Excellence in Dentistry
- The Profitable Dentist
- Big Case Marketing
- Capacity Academy
- Infusionsoft PartnerCon
- National Association of Independent Medical Practices
- Academy of General Dentistry Podcast
- DentalDocTalk Radio
- Delivering Wow Dental Podcast
- Dentistry IQ