

LEONARD F. TAU, DMD

CLINICIAN – SPEAKER – CONSULTANT



*As more patients search the internet for a dentist,
online marketing has never been more important.*

Current online marketing techniques can help a practice grow and meet its goals when utilized effectively. However, many dentists are not sure how to leverage the internet, social media or even where to begin. In **Dr. Leonard Tau's** content-rich, energizing seminars, he shares firsthand experience and the tools used to achieve **80% growth in his practice** since 2009 in a down economy.

Designed for the dentist and the entire team, his presentations empower practices to develop and implement online marketing strategies such as an interactive website, solid online reputation, well-branded social media campaign and mobile marketing. Choose from Dr. Tau's most popular presentations below or contact our office to learn more about customizing a program for your next meeting.

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THE TAO OF 21ST CENTURY MARKETING

HOW PRACTICES CAN THRIVE IN THE NEW ECONOMY



ARE YOU WELL "LIKED"?

ATTRACTING NEW PATIENTS THROUGH SOCIAL MEDIA
AND ONLINE REPUTATION MANAGEMENT



FACEBOOK AND BEYOND:

SOCIAL MEDIA FOR YOUR DENTAL PRACTICE



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THE TAO OF 21ST CENTURY MARKETING

HOW PRACTICES CAN THRIVE IN THE NEW ECONOMY



Your potential patients are looking online for a dentist.
Will *you* be found?
***What* will they find?**
***How* will they respond?**

Traditional marketing has gone the way of the dodo bird and dinosaurs. Dentists wanting to grow their practice *must be online* or become extinct. The internet has become the main way that potential patients search for a dentist. A practice's digital footprint needs to include a great, interactive website found during *local* search, a solid online reputation, a well-branded social media campaign and mobile marketing.

New patients are the life blood of any practice. Around the country, dentists struggle to attract new patients post-recession as patients postpone elective treatment. Learn how to leverage online marketing to attract new patients and increase case acceptance.

Social media has changed the way businesses market themselves. This course will focus on the various factors that influence online presence and help dental practices grow their digital footprint. Dr. Tau will share his first hand experiences and the tools that he used to exponentially grown his practice using the power of the internet and online reputation while totally eliminating traditional marketing.



COURSE OBJECTIVES:

- Learn why 'content is king' for Google Juice
- Learn the why and how of giving your patients a WOW experience
- Understand what you need to do to differentiate your practice from the competition
- How to establish, manage, and monitor your online reputation
- Effectively using your Google+ Local page and other citations
- Learn the basic components of an effective interactive practice website.
- Methods for encouraging patient feedback
- Learn the basic elements of SEO and PPC
- Learn how to use Facebook, Twitter, You Tube, Blog, Pinterest and other social media sites
- Understand why mobile marketing is the rule, not the exception
- Learn about other marketing tools available on the internet

Suggested Audience: Entire Team
Suggested Length: Full Day, Half Day, 1 hour

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MARKETING

FACEBOOK AND BEYOND:

SOCIAL MEDIA FOR YOUR DENTAL PRACTICE



*Is your practice fashionably late
to the Social Media Party?*

*Behind the eight ball and **not sure**
what to do with social media?*

A fundamental shift has taken place in the way we communicate. The internet and social media have become the main way that potential patients find and decide on a dentist. Social media is not a fad. It's here to stay. Social Media is not just Facebook; it is a whole array of user generated online content.

The most difficult part for dental offices is getting started. Dentists are faced with understanding what social media is, how to use it in their practice and how their patients are using it. This course focuses on how to successfully develop and implement a strategy for the use of Facebook, Twitter, YouTube, Pinterest and others platforms as well as integrating social media into the practice's website. This program will help you understand and use social media effectively to support your dental practice and guard your online reputation. After participating in Dr. Tau's course and learning how social media has helped grow his practice, if you haven't jumped on the bandwagon yet... *you soon will!*



COURSE OBJECTIVES:

- The benefits of utilizing social media
- How to create a social media campaign and integrate with your practice
- How to use and manage various outlets such as Twitter, LinkedIn, Facebook, Pinterest, blogging, etc.
- How to create and use appropriate content
- Why photos and video are the most important content to share and which sites to use to incorporate them
- How to use social media to improve your online reputation

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Also available as a WORKSHOP!

Gain hands-on experience with what social media can do for YOUR business!
Participants provide their own computer.

Suggested Audience: Entire Team
Suggested Length: Full Day, Half Day, 1 hour

SOCIAL MEDIA

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*Online marketing is the **most effective strategy** for meeting practice production goals*



As more potential patients search the internet for a new dentist, *online* marketing has never been more important. However, **many dentists don't know how to leverage the internet, social media or even where to begin.** Many dentists are struggling to keep their practices afloat. Marketing correctly will help them not only *survive*, but *thrive*.

Dr. Leonard F. Tau is passionate about marketing, social media, reputation management and its ability to help grow your practice. In his content-rich, energizing seminars, Dr. Tau shares his firsthand experience and the tools used to achieve 100% growth in his practice since 2009 in a down economy (unheard of levels for a solo practitioner).

Dr. Tau maintains a full-time private practice in Northeast Philadelphia focusing on general, cosmetic, reconstructive, and implant dentistry. He received his dental degree from Tufts University School of Dental Medicine in Boston, MA and a Certificate in Advanced Education in General Dentistry at UMDNJ in Somerdale, NJ. He is an active member of many dental organizations including the AACD, AGD, and DentalTown. Dr. Tau has had extensive training in cosmetic and reconstructive dentistry including Invisalign. He has been published in DentalTown, American Academy of Cosmetic Orthodontics, and Right Dental Group. He lectures nationally to fellow dentists on Internet marketing and social media.

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Memberships

- American Dental Association (ADA)
- Pennsylvania Dental Association
- American Academy of Cosmetic Dentistry (AACD)
- Academy of General Dentistry (AGD)
- Academy of Stomatology
- American Academy of Cosmetic Orthodontics

Award Distinctions

- Fellowship Award, Academy of General Dentistry; 2009
- Currently pursuing Mastership Award with Academy of General Dentistry

Additional Professional Organizations

- The International Team for Implantology
- Philadelphia County Dental Society
- Eastern Dental Society
- Northeast Philadelphia Dental Implant Study Club
- Main Line Dental Study Club



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PARTIAL LISTING OF PRESENTATIONS:

American Dental Association Annual Session;
New Orleans, LA; Washington, DC
ADA New and Emerging Speaker Conference;
San Francisco, CA
AV Purinton Academy Fall Meeting; Villanova, PA
Center City Study Club; Philadelphia, PA
Delaware Dental Association Annual Session
Eastern Dental Society; King of Prussia, PA
Greater New York Dental Meeting; New York, NY
Henry Schein Event; East Windsor, NJ
Invisalign GP Forum; Baltimore and Toronto
Invisalign Study Clubs – Philadelphia, South,
Central and North Jersey, Long Island,
Queens, Manhattan, Connecticut, Fort
Lauderdale, Orlando, Toronto, Montreal,
Vancouver, Calgary.

Invisalign Summit; Las Vegas, NV
Louisiana Dental Association Annual Session
Main Line Study Club; Villanova, PA (*multiple*)
New Mexico Dental Association Annual Session
Northeast Philadelphia Dental Implant Study
Club; Feasterville, PA
Pennsylvania Dental Association Annual Session
San Diego Dental Practice Management
Symposium & Dental Technology Expo
Schein Expo 2012; Trevese, PA
Southern Dental Society Study Club - Irwin
Freedman Lecture; Mt. Laurel, NJ
TS Tech Marketing Symposium; Reading, PA
Valley Forge Dental Conference; Mt Laurel, NJ
Waterloo-Wellington Dental Study Club;
Waterloo, Ontario, Canada

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PAST PRESENTATIONS

WHAT'S BEING SAID ABOUT DR. TAU'S PRESENTATIONS...

"I am writing this from the back of the room and there is one hour left in your program. I consider myself to be technologically literate and I want to tell you that your program is awesome. Meat and potatoes with information I can use right away."

Dr. Internoscia



"Today besides delivering a great 7 hours, you showed a part of yourself. You gave from your spirit, showed us the vulnerable side of a man still growing, and delivered "the goods!" I thank you personally!"

Dr. Jim Rhode

"Wow! You are now my Marketing Guru! Thank you for sharing all this information!"

Dr. Zadik

"What a wonderfully informative seminar.. I am very excited about all the possibilities that social media creates!!! Your presentation is very thorough and covers all the important aspects."

Donna Costa; Transitions Consultant; Henry Schein

"Your lecture was excellent. You're lively, interesting, and the material was just great."

Dr. Slutsky.

"I have been agonizing over committing to learning what you showed us tonight. Your lecture was so inspiring that I am called to action. I am going to learn this stuff and start with my list of top 25 I made tonight. Thanks for the leg up."

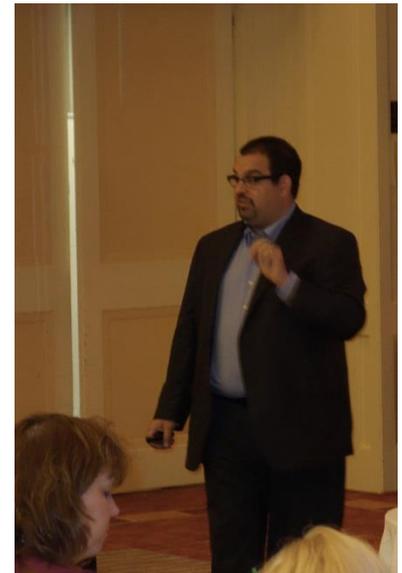
Dr. Rosenberg

"I wanted to thank you for the great course in Vegas. Your class was what I hoped all were like.... full of detailed information. I love the handout with the step by step instructions. "

Dr. Neely

"I thought your presentation in Las Vegas was an 11 on a scale of 1-10. Great job! They should have given you a lot more time."

Dr. Schwab



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TESTIMONIALS