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365 Days Of Social Posts For Dentistry



Synopsis

365 Days of Social Posts for Dentistry is a daily guide for dental practices to create funny, informative, educational and engaging social media posts centered around getting and keeping patients. Each day of the year includes examples of what to say and how to say it with links to live examples. "No Dental Office Marketer should be without this valuable tool!" - Ed Zuckerberg. "Every dental practice should have a copy of '365 Days of Social Posts for Dentistry.' It's the perfect gift for study clubs and dental companies to give as thank you gifts to referring practices and to dental companies' customer bases." - Linda Miles. "No more guessing about what to post on social media. This book is packed full of great ideas. Thanks, Rachel." - Dr. David Fantarella. "An essential for your social media tool box! Excellent launch pad ideas you can personalize for your practice. Keep this book handy, and you'll never be at a loss for words" - Rita Zamora. "I never knew there were so many dental holidays. Love Your Teeth Day is my new favorite." - Amy Pelchat, Granby Dental Center. "When done right, social media is a sure fire way to get new dental patients. This book will ensure you do just that." - Naomi Cooper. 100% of the proceeds from 365 Days of Social Posts for Dentistry are being donated to Oral Cancer Cause. OCC provides financial support to improve the quality of life for oral cancer patients. To learn more visit, www.oralcancercause.org.

Book Information

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Customer Reviews

Rachel Mele is a dental executive, speaker, and author. Rachel started her career in dentistry as a practice management consultant traveling to dental practices across the world. She has helped

thousands of dentists get and keep patients by improving their online marketing and social media presence. Rachel holds a degree from the University of Hartford, is Distinguished Toastmaster, a member of the National Speakers Association, and sits on the board for the Arts Council of Greater New Haven. Rachel has lectured for more than a decade at dental conferences across the globe including the American Dental Association, California Dental Association, and for many dental companies including Align Technology, Dentsply Sirona, and Straumann. Today, Rachel runs the healthcare division for Vennli, a voice of the customer platform. Rachel has helped strategically grow Henry Schein, SunStar, Convergent Dental, and many others.

What a great resource for dental professionals wanting to up their game and keep their practice active on social media. Rachel has done so much of the leg work!! This book is so well put together! Such great ideas and fun ways to highlight YOUR office on social media and make it fun and relevant to the day of the year! Thank you Rachel Mele! I will be recommending this book to all of my dental clients!

This book will give you ideas to try to get interaction on the page. Some of them are a stretch. Honestly I have been disappointed paying \$20 for this book. I think social media should tell the story of your practice with photos/videos within your practice each day. I use it as a fall back if I run out of anything to say.

Great invaluable tool! A must have. Lisa Baron, MS, CCC/SLP and William Meyers

What a great inspiration for engaging social media posts! Merle makes it so easy to market your practice with this template. Why would you not buy this?!

Creative and interesting ideas. I wish my dentist used some of these cool tips and tidbits! Every idea is engaging and different.

Phenomenal ideas for any small business!

A must have tool for any practice!

A must read!

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