



GET SOCIAL WITH ALL-STAR

The Benefits of Having All-Star Manage Your Facebook Page

Facebook and other social media platforms can be a powerful way to engage with patients - if you take the right approach. **All-Star Dental Academy is proud to present our social media marketing program "Get Social with All-Star."** We help you leverage Facebook to attract new patients and build a community around your practice.

SOCIAL MEDIA IS CHALLENGING FOR BUSY DENTAL PRACTICES

The tricky part of social media marketing is that because viewers are barraged with messages, effective engagement requires consistent and focused attention. It's been demonstrated over and over that without a steady stream of new content, you will lose followers.

- Can you do at least **four posts per week?**
- Will your team **drop the ball?**
- Will managing **Facebook distract employees?**

AND THERE ARE CONCERNS ABOUT NOT HAVING A SOCIAL PRESENCE

- **Are you out of date or out of touch** with your patients?
- Are you **missing opportunities** to deepen patient relationships and build a "community"?
- "I've never gotten a new patient from Facebook..." but **have you really tried?**

Answers to these questions often come from an outsourced expert. Unfortunately, most dental marketing companies are NOT experts at social media, yet they charge an average of \$900 a month - and then do very little.

The solution is to Get Social with All-Star.

PROGRAM HIGHLIGHTS - WHAT YOU GET:

- **Dedicated Account Manager:** Social Media Specialist and All-Star Lead Mastery Coach, Shyanne McCracken will take over managing your Facebook presence and help you understand the ROI on your social media investments
- **Consistent Posting:** We will create four engaging posts per week to Facebook to get your patients to "#smile." Please note that posts are not shared among offices in the program.
- **"Reviews" Management:** We reach out to positive reviewers to deepen the relationship, and if you ever have a negative review, we engage work with you and the reviewer to resolve the issue with the goal of a happy patient and a happy practice
- **Patient Communication:** We provide a timely and friendly response to Facebook messages

- **Patient Engagement:** We invite "Likers" to become "Followers"
- **Quick Response:** We respond to every message within one business day
- **Around the Clock Coverage:** We provide 24/7 monitoring of your Facebook page

Benefit from powerful social media marketing with All-Star for a low monthly fee:

**ALL-STAR MEMBERS:
\$196/MONTH**

**NON-MEMBERS:
\$246/MONTH**

Click below to sign up NOW!

All-Star members please contact Heather via email: heather@allstardentalacademy.com or call (866) 280-1343.

Sign me up!

LIVE or VIRTUAL PHONE TRAINING

Implementation made EASY!

Hit the “EASY” button when we implement phone training with a LIVE, in-person visit to your office, or a VIRTUAL session over the internet. With this training, we work with your team to install critical skills and establish an amazing ongoing training experience!

JumpStart Your Team’s Success

Get immediate results when an All-Star coach visits your office or works virtually online to train, role-play, and lay the foundation with a customized training program to implement profitable systems.

All-Star Dental Academy is a family-operated business. Alex Nottingham, JD, MBA, a former Tony Robbins business coach, and his wife Heather Nottingham, a former Bloomingdale’s retail manager and trainer, more than doubled revenue in Alex’s father’s practice, from \$1 million to \$2.3 million - in less than 18 months. All-Star Dental Academy now helps thousands of dental professionals around the world and is partnered with some of the most respected organizations in dentistry.

In association with:



THE DAWSON ACADEMY

As seen in:



DrBicuspid.com

dentaltown™

DENTISTRY
TODAY



Team Motivation

Live training is a powerful motivating force for the team and it demonstrates a commitment to growth. “My team still talks about the visit. It has been a game changer for us, and we end every meeting saying, have an All-Star Day!”



Immediate Results

Because the team is so engaged, the training so customized, and coaching so in-depth, dentists see instant improvements. And training with coaches in-person tends to help concepts “stick” and create lasting benefits for the practice.



Team Retention

Employees *expect* to be trained. Training empowers them and research shows that this improves employee retention by 58%. Retaining employees prevents unfortunate turnover costs, which are typically 1-3x the salary of the employee.