

# It's NOT Just About Your Website

**Mike Johnstone and Sheri Merrick** *InfoStar*  
(SDDS Vendor Member)

**Wednesday, September 26, 2018**

**6:00pm • Registration & Dinner | 6:30 – 8:30pm • Class**  
**SDDS Classroom | 2035 Hurley Way, Suite 200 • Sacramento**

A properly-built website is necessary to peak a prospect patient's attention, but it's where and how you receive those visits as well as how prospect patients are handled that make the difference between an appointment or not. We will present tools and techniques that have proven to be successful in practices using our over 20 years of marketing experience and how you can implement them in your own practice to maximize your online efforts.

### Course Objectives

- Why advertising is a must
- Properly handling website prospects
- Utilizing call tracking to enhance conversions

**\$75**  
**NO CEU**

*Mike Johnstone began his career with InfoStar back in 2001 and has grown-up living and experiencing dental marketing making him a valuable wealth of knowledge in all areas of marketing a dental practice on the internet. He built his first dental website when he was just 16. His thirst for technology and helping dental practices become successful also brought forth the SideKick patient education system and the Showcase, a cloud-based reception-area presentation both of which have been used in dental practices across the country to close cases.*

*Sheri Merrick started her career in the dental industry back in 1993. She is able to help dental offices implement dental educational tools to help educate their patients and in turn increase their practice production. Sheri is also able to help with their marketing by providing completely customized dental websites that have been proven to increase new patient flow.*

## September 2018 BF Registration

Who's coming? \_\_\_\_\_  
(include designation)

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

SDDS Member's Name: \_\_\_\_\_ Designation: \_\_\_\_\_

	SDDS / ADA Member	Non-Member
Early Price:	<b>\$75</b>	<b>\$180</b>
Regular Registration (begins 9/16):	<b>\$90</b>	<b>\$180</b>

Payment Method:  Check  Credit Card  Bill Me Total Amount: \$ \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Security Code (3-digit number on back of card): \_\_\_\_\_ Billing Address: \_\_\_\_\_

**Please fax, scan, or mail form to:** SACRAMENTO DISTRICT DENTAL SOCIETY: 2035 Hurley Wy, Ste 200 • Sacramento, CA 95825 • Phone: 916.446.1227 • Fax: 916.447.3818 • www.sdds.org  
The Sacramento District Dental Society is an approved CE provider through the Dental Board of California (RP2168) • This course meets the Dental Board of California's requirements for units of CE listed.

**Cancellation Policy:** Full refund granted less \$25 administration fee, if received in writing 14 days before the class. NO REFUNDS if cancelled within 13 days of the class or for NO SHOWS. Attendee substitutions OK. PLEASE CALL SDDS WITH ANY SPECIAL DIETARY NEEDS.



Academy of General Dentistry  
Approved PACE Program Provider  
FAGD / MAGD Credit  
04-01-16 to 03-31-20