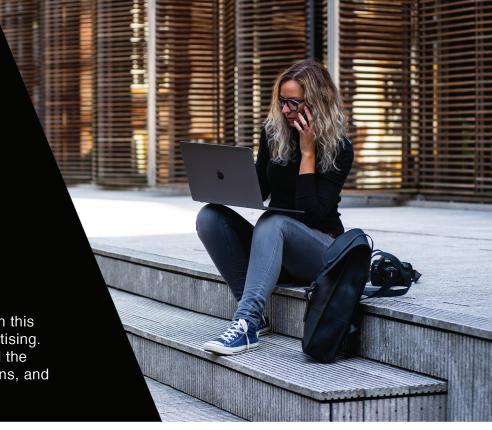


MILLENNIAL MARKETING ACADEMYTM

This course is designed to train the orthodontic marketing coordinator to thrive in this ever-changing world of marketing and advertising. The marketing coordinator is trained to build the brand, develop strategic marketing campaigns, and increase new patient exams.



EACH COURSE IS TAUGHT BY TONY PENICHE & LEEANN PENICHE

- MMA IS LIMITED TO 10 STUDENTS.

The marketing team will be given the tools needed to refine the practice brand, build SEO value, create social media campaigns, track results, increase website traffic and establish key milestones. The resulting executive will be the creative visionary of the practice that will showcase the doctor and practice in a new light that resonates with this new generation of millennial parents.



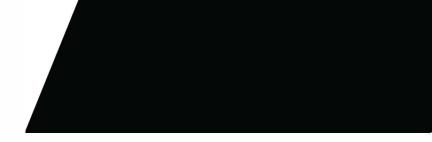
This workshop will also include 8 weeks of post-meeting support!

WHAT TO EXPECT

Through the proven Peniche Systems you will:

- Turn patients into marketeers by leveraging their social media influence.
- Increase SEO value and improve your google page ranking.
- Streamline content creation with technology.
- Create ambassadors in referring offices.
- Identify and celebrate your unique brand attributes.
- Establish strategic partnerships to increase community awareness.
- Develop a strategy to significantly increase Google reviews in 30 days.
- Create programs to increase referrals from patients and parents.
- Learn to evolve, innovate, and become a creative mastermind.





COMPLETE THIS FORM AND EMAIL TO INFO@PENICHETEAM.COM OR FAX TO (503) 666-4937

LOCATION: Peniche & Associates Office 22660 SE Stark St, Gresham, OR 97030

DATES: CALL FOR DATES (503) 666-8538

COURSE HOURS: THURSDAY 8:30 AM - 4:00 PM • FRIDAY 8:30 AM - 12:00 PM

COURSE FEE: \$1,480

INCLUDED: 8 weeks of post-course support. Each course includes a continental breakfast, catered

lunch, and an afternoon reception on day one.	
NAME:	DATE:
PRACTICE NAME:	DOCTOR'S NAME:
IS THIS AN ORTHODONTIC PRACTICE? YES 🔲 NO 🔲 IF NO, WHAT IS THE PRACTICE SPECIALTY?	
ADDRESS:	CITY: STATE: ZIP:
CELL PHONE:	OFFICE PHONE:
ATTENDEE EMAIL:	WEBSITE:
DOCTOR'S EMAIL:	AVERAGE MONTHLY EXAMS:
AGE OF THE PRACTICE:	AVERAGE MONTHLY NEW PATIENT CALLS:
NUMBER OF DOCTORS:	NUMBER OF OFFICES/SATELLITES:
OFFICE SOFTWARE:	
HOW MANY YEARS HAVE YOU BEEN WITH THE PRACTI	CE?
IS YOUR OFFICE PART OF A DENTAL SERVICE ORGANIZ	ZATION? YES NO IF YES, DSO:
HAVE YOU ATTENDED ANY OF OUR COURSES OR LEC	TURES? YES NO IF YES, COURSES:
HAVE YOU EVER WORKED WITH A CONSULTING FIRM?	·
ARE YOU A FULL TIME MARKETING COORDINATOR? YES NO WHAT ARE THE GOALS FOR YOUR PRACTICE?	
THE TOO AT SEE TIME WANTED SOOKS WITHOUT THE	LS NO WHAT ARE THE GOALS FOR TOOK TRACTICE:
Tuition Policy: The tuition is nonrefundable 30 day However, 50% of the tuition may be transferred on	ys prior to the Millennial Marketing Academy. Ice to a future Millennial Marketing Academy.
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