

## Contribute to our Blog

We would love to hear from you and what is going on in your practice or a great tip you may have for our audience. Submit a post via our website and a picture of your staff. We will post a few submissions on our website blog for all to enjoy. Visit our blog often for updates and useful tips at:

[www.ssignatureconsulting.com/blog](http://www.ssignatureconsulting.com/blog)

## Upcoming Schedule

As 2015 comes to an end there are still opportunities to attend one of my events. Reach out to me if I am in your area. I would welcome the opportunity to meet with you personally.

10/14 – Springfield, MA

10/15 – Syracuse, NY

10/26-10/27 – San Francisco, CA

10/28-10/29 – Beverly Hills, CA

11/5-11/6 – Milwaukee, WI

11/18-11/19 – New York, NY

12/7-12/9 – Brooklyn, NY

## Connect With Us

Remember to connect with us on Facebook, Google+ and LinkedIn by clicking the icons at the bottom of this email, and stay up-to-date on upcoming events and information for your practice.



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## Finish Strong

Now is the time to take a quick step back and look at measuring where you are currently with your goals for 2015. Your goals should include revenue growth, patient growth, increased conversion rates, and higher collections that you track on a regular basis throughout the year. If you have struggled setting and reaching your goals, we can be a great resource for you and your team. Do not get discouraged if you are behind on your goals. Think about doing a fall promotion for new and pending patients or reach out to some of the local schools in your area about sponsoring a sports team, their ASB or other activities that will get your name out to your target audience quickly. Even if you are not going to make your 2015 goals, finishing strong will create enthusiasm with your team and get the ball rolling for 2016. The team at SSC can partner with you before you start your 2016 planning on establishing goals and how to reach them. Contact us for some great ideas on how to make the end of 2015 and 2016 your best years ever.

## Hashtags In Your Marketing

A hashtag consists of words or phrases, with no spaces, preceded by a # sign that is used to tie various social media posts together and relate them to an event or topic.

Hashtags can be used on Twitter, Pinterest, Facebook, Google+, Instagram, LinkedIn, Tumblr, and Vine. When you include a hashtag (or multiple) in your posts on any social media site you're including yourself in that event or topic, such as #orthodontist or #smilebright. By clicking on a hashtag in a social post, that social network will automatically curate and display a feed of other messages also using the same hashtag.

Create a brand hashtag for your practice and USE IT everywhere. Join in on existing hashtags, like #throwbackthursday, to capitalize on an already large following. Be creative and fun with your hashtags but remember to keep them simple. You don't want to limit yourself (or annoy your readers) with long, sentence style hashtags.

## Signature Marketing Program

At *Signature Consulting* we pride ourselves on our management program and staff training being the best in class in the industry. Our expertise in full practice solutions has guided many practices to see a dramatic increase in their historical conversion rates, revenue and patient growth increase of 40% (in multiple cases even higher) and their systems be complete and effective in all areas of the practice. In addition, we have been working very hard to deliver a marketing program that matches the results we have had in training practices. We are very excited to announce a new marketing program that will get your practice focused on reaching your entire target audience and keep them engaged. From creating targeted areas of focus for your marketing program, tracking with the use of our marketing calendars and the documents and forms needed to measure the return on investment from marketing efforts, to engaging and highly effective initiatives for not only your existing patients but your entire target audience and community. We will break down the traditional marketing silos of internal marketing, external marketing and professional partners and give you a new perspective on how to reach your audience in today's marketplace. Reach out to us today for more information about partnering together to grow your practice.