4ᵗʰ International Conference on

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How to unleash the power of the internet for your pain practice

Many pain practices struggle to use the Internet to market their practice effectively and efficiently. No matter the size of the practice, just because a they have designed a comprehensive website or are running advertisements online does not mean the practice is reaching its target markets. Through targeted messaging with Search Engine Optimization on Google AdWords and various Social Media outlets, pain practices can better utilize marketing strategies. Track and record mailers and callers to discover what works best to increase your return on investment. I will reveal the top secrets and best loopholes I have learned after managing millions of dollars of online marketing campaigns for practices of every size. Cut the learning curve and find out exactly how every day practices are exploding their medical practices utilizing the power of the internet.

Biography

Anthony Sarandrea is an entrepreneur, keynote speaker, and philanthropist. He received a business management degree from Arizona State University and now runs a profitable portfolio of websites ranging from eCommerce to content blogs, without ever raising outside funds. His advertising agency currently manages $10 million+ per year in ad spend. Anthony was recently recognized by Forbes as one of the "Top References for Marketing Trends in 2016", Inc Magazine as the top branding consultant in 2017, and is a frequent contributor to Entrepreneur Magazine for upcoming marketing trends. Anthony is a sought-after company advisor and consults for several Fortune 500 & Fortune 1000 companies on branding, sales, and direct marketing strategies. He also mentors and teaches in the entrepreneurship department at Arizona State University.

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