5 tips from a marketing expert on how to boost your business for free

In an increasingly competitive environment for dentists internationally, practice owners need to squeeze every penny out of their marketing dollar. In this interactive and engaging presentation, practice growth specialist Angus Pryor uncovers 5 simple tips on how to boost the results from your marketing efforts as well as being easy to implement. These tips have the added bonus of being at no (or low) cost to the practice.

Biography

Angus Pryor is a Marketeer, Author, and Speaker. After more than a decade in sales and marketing working alongside dentists, doctors, and vets, he founded Dental Profit System in 2014. He holds a Master’s degree in Marketing from the University of Southern Queensland, and several management diplomas. He has undertaken extensive personal study into digital and direct marketing over the past five years, which lead him to being certified as a Google Partner. He is an author, having recently co-authored *The Better Business Book*, providing business owners with 100 lessons to live by. He writes for ‘Australasian Dental Practice’, ‘Australasian Dentist’ and the Australian Dental Association’s ‘News Bulletin’ magazine and has a growing network of clients around Australia. He hosts ‘Marketing Monday’, a video series that provides dentists with quick, actionable tips to boost their dental marketing.

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