



Speaker: Mr. Alex Miroshnichenko

Lecture Title: Online Marketing – Driving New Patients to Your Practice

Synopsis Of The Lecture:

Enhance your online marketing efforts so it becomes a lead generation tool for new patient starts. Based on his 5+ years of online marketing experience at Ormco, in this session, Mr. Miroshnichenko will share simple yet effective tips and best practices that can easily be implemented to help increase your online lead generation success. From Search Engine Optimization to Social Media Marketing to Search Engine Marketing to Website Design and more, this session will cover all aspects of online marketing to help you effectively capture new patient leads in the online/digital space.

Course Objectives:

- Comprehensive introduction to online marketing.
- Share best practices from Ormco's online marketing experiences that can be easily executed on a local level.
- Ideas to implement in your practice that require little effort at zero to no cost.
- Tips and tricks for more effective use of social media.

Short Biography

Alex Miroshnichenko is the Ormco Global Online Marketing Manager with more than 14 years of online marketing experience. He is responsible for all aspects of Ormco's worldwide electronic activities, including directing multiple websites, e-commerce, doctor locators, blogs, mobile applications, pay-per-click, banner and Facebook advertising, email campaigns, search engine optimization (SEO), social media and advanced analytics. His background includes work experience with E*TRADE, American Automobile Association (AAA) and Toshiba Medical. Mr. Miroshnichenko has been featured in *The Wall Street Journal*, *Business Week* and *Fortune* as well as on CNN, Fox News, MSNBC and CNET on leveraging blog and social media platforms.