

Ashley Hanson

A Marketing House of Cards: The Missing Pillars for a Strong Foundation of Growth

A stable and sustainable marketing foundation is essential to growing your practice but many of our marketing efforts are built like a house of cards, ready to collapse at any moment. In this lecture, attendees will be introduced to overlooked and undervalued pillars of marketing that can significantly contribute to the growth and success of a Periodontal practice. Topics will cover developing a marketing champion for your team, creating a consistent patient journey, cultivating a reputable online presence with Google, and building a collaborative referral base. Attendees will learn about the specific strategies and tactics they can use to effectively implement these pillars into their marketing efforts. Additionally, attendees will have the opportunity to engage in interactive discussions and receive guidance on how to apply the concepts covered in the lecture to their own practices.

1. Identify overlooked and undervalued key concepts in marketing that can significantly contribute to the growth and success of a specialty practice.
2. Learn about the marketing champion role you need on your team in order to expand your ROI.
3. Learn practice tips and strategies for effectively implementing these foundational pillars of marketing into your Periodontal practice.



Ashley Hanson is the Head of Marketing for a large multi-location perio and restorative organization focused on implant therapy and full arch rehabilitation. With an educational background in Graphic Design and Advertising (Summa Cum Laude), Ashley has excelled at delivering creative content that conveys influential messages to prospective patients. She has led major campaigns through a diversity of media including digital, social, paper and TV. Ashley has a passion for teaching and has shared these concepts with other marketing coordinators throughout the country as a coach for HP3 Mentoring.