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## American Dental Association Offers New Internet Marketing Guide for Dental Practice

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**American Dental Association Offers New Internet Marketing Guide for Dental Practice**

**CHICAGO, Jan. 7, 2015** — From developing a digital marketing plan to deciphering social media sites and increasing search engine ranking, the [\*ADA Practical Guide to Internet Marketing\*](#) covers how to apply these tools to enhance dental practice marketing strategies.

*Internet Marketing* is written by dental industry leaders and considers the unique needs of a dental practice while providing an informative, easy-to-understand overview of various internet marketing vehicles.

"This guide will help boost your brand as an oral health expert using cost-effective Internet technology," said contributor Colleen Greene, D.D.S., M.P.H. "It's easier than ever to engage existing and future patients online while also reaching a global audience, which will benefit your practice and your professional reputation."

*Internet Marketing* topics include search engine optimization (SEO), reputation management, Facebook, use of online reviews, blogging and creating engaging content. The [\*ADA Practical Guide to Social Media Planning\*](#) is also included in the guide.

[The ADA Practical Guide to Internet Marketing](#) is available in multiple formats (print, e-book or a print + e-book bundle), with ADA member pricing starting at \$39.95 and retail starting \$59.95. To purchase the *ADA Practical Guide to Internet Marketing* visit [adacatalog.org](http://adacatalog.org) or call the ADA Member Service Center at (800) 947-4746.

**Editor's Note: Reporters are invited to follow the ADA on Twitter [@AmerDentalAssn](#)**

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#### **About the American Dental Association**

The not-for-profit ADA is the nation's largest dental association, representing more than 158,000 dentist members. The premier source of oral health information, the ADA has advocated for the public's health and promoted the art and science of dentistry since 1859. The ADA's state-of-the-art research facilities develop and test dental products and materials that have advanced the practice of dentistry and made the patient experience more positive. The ADA Seal of Acceptance long has been a valuable and respected guide to consumer dental care products. The monthly *The Journal of the American Dental Association (JADA)* is the ADA's flagship publication and the best-read scientific journal in dentistry. For more information about the ADA, visit [ada.org](http://ada.org). For more information on oral health, including prevention, care and treatment of dental disease, visit the ADA's consumer website [MouthHealthy.org](http://MouthHealthy.org).