

**AAO eHandout: 2015 Annual Session**

**Video Trends and Technologies: Best Practices for Orthodontics**

**Sunday, May 17, 2015 9:45 – 11:15 a.m.**

**Speaker: Dusty Green**

**President, OrthoMedia**



**Introduction: Why Video is Absolutely Necessary for Your Marketing**

We'll begin by talking about video, including its history and its evolution into the most powerful form of advertising and communication in our history. We'll show you powerful examples of how video can be used to sway emotion, convey an idea, connect with the viewer and compel the viewer to take action.

**Section 1: Building an Orthodontic Video Marketing Strategy, Step 1: Your Website**

We'll explore the reasons why, when done properly, adding video to your website can be a powerful way to separate your practice from your competition, and at the same time make an immediate and lasting positive connection with prospective patients and their parents.

**Section 2: Building an Orthodontic Video Marketing Strategy, Step 2: Videos for Social Media**

We'll talk about the popularity of video on today's social media platforms, and how social media videos can (and should) serve a different purpose from the videos on your website. Learn professional, yet "real-world" tips and tricks to being able to shoot your own social media videos. And using video examples, we'll look at some fun and effective ways to get your patients engaged and involved.

**Section 3: Video Technologies: Choosing the Right Cameras and Apps for Video**

So you're committed to shooting more videos for your social media channels. But what should you use? A video camera? An iPhone? What about microphones - are they necessary? And how can you easily edit and upload videos on a regular basis? We'll answer these questions, and give you some excellent suggestions and ideas on how you can use today's technologies to help make your video marketing efforts more efficient and effective.

**Section 4: Starting Your Video Marketing Plan and Making It Work**

Now that you've put your plan into action, we'll discuss one of the most common reasons a video marketing strategy will fail. In this section you'll learn how often you should be shooting and uploading videos, how to keep your video marketing strategy alive, and how to keep it going strong!

**Overview/Final Thoughts/Questions & Answers**