Parthiv Shah 0:07

Cliff, there is one problem in dentistry that you and I don't solve, that is get them new patients. Okay, we built an amazing vehicle, a car, a plane, a rocket, whatever we want to call it, yeah, but one lady here, she feels gas for our engine, holmes. She is, we call her a super dentist. She don't need to do any of this. She is a dentist, a great clinician, owner of multiple practices. Everything that I am doing is quote, unquote reference. Okay, she didn't need any of this, but she invested in two things that dentists on this land will benefit from. So I want to first of all, she accepted my invitation to be a co host. She shared information about this event with dentists and her sphere of influence. So I'm grateful to her for that. The dentist who come here and invest four hours they deserve to get the continuing education credits. She owns a platform that gives you the CE credits she gave two months for free. So anyone who is on this webinar can go to, I will, I will drop a link in a minute where they can get the continuing education credits for free by just using her system. And I encourage you to continue working with her for your CE education for you and your staff. But that's but the real thing is, she owns a digital marketing agency, something Kennedy and I cannot do that would use the power of social media and search engines that her agency can drive traffic to the landing pages I build on keep so as you are living in we want to put her on the pin, and I will let you to talk for a couple of minutes, and then you're welcome to stay or leave as long as you like.

Cliff 2:33

You bet that sounds great. Well, anise Anisa, great to meet you. I love what you do, it. I love the I love the point that part is making is you put, you pour gas in the engine, getting, getting more people at the top of the funnel, so to speak.

Dr. Anissa Holmes 2:48

Absolutely, it's so exciting to be here with all of you. And parti, thank you so much for inviting me to be a part of this. Anisa, it's great to see you here as well. And, yeah, I mean, it's, it's really interesting. So as you mentioned, I am a dentist, and back in what was it, 2010 when, you know, Facebook just kind of got started. I actually built a marketing engine for my practice, and it came first from people having zero awareness of me to going to learn about me through social media. We winded up having lots of followers. But then we integrated and paid ads and funnels and things that other people weren't doing, and as a result of it, we created a really beautiful engine. And so I've worked, you know, one on one with Russell Brunson, and, you know, I've done all of these things for many, many years. And Russell actually and I created the brick and mortar funnel framework. I've spoken at Funnel Hacking live. And Russell actually thought that I was like, running an agency where, actually I was doing training for marketing. So he mentioned, you know, dental Flix, which has marketing training. So if you guys are looking for marketing training, that's available there for you, but I actually had clients in my coaching program that said, how do I, how do I get to the next level? I want an associate, but I need enough patience to be able to do that right? I have some really big goals, and I want to make an extra million dollars in my practice with implant services or cosmetic dentistry. And like, how do I do that? And so for me, a missing piece in the marketplace. There's a lot of really great agencies that are doing paid ads, but how do we get people more at the beginning of the funnel? And so that's one thing that we really focus a lot on. And what's really beautiful now is being able to get out there into the practices, be able to create content for them where now they don't have to think about it. And what's beautiful about it is, when we're running social media ads, Instagram ads, for example, it's 50 cents or $1 to get a click to a website, and at the same time, we're able to get those 5000 10,000 views for just a couple $100 and so what it allows us to do, especially when we're working with partner agencies, is to have the ability to be able to put a tracking pixel for funnels on the page that we're sending people to. And so now it does allow us to be able to create this rocket right, which is really, really beautiful, where not only are people getting the immediate new patients, which are, you know, the search ads, but now they're also building up a reputation in the community where, all of a sudden the community is actually marketing for for them, right? And so that was the biggest thing for me. So yeah, I'm really excited to have be a part of this partif I'm not sure at this point, if you want me to do more of a presentation, if you wanted to be more of a conversation, or what works better for you? Well,

Parthiv Shah 6:03

let's see, clit, are you willing to stay or are you about to leave now, I

Cliff 6:07

actually have to jump off here. I've got something just in two minutes here, so

Parthiv Shah 6:12

I'll let you to say goodbye. I will bring in what I call my Anisha. We will have you, Anisha, talk about traffic. Okay,

Cliff 6:23

well, part of great to be with you. I love, I love the solution you put together. I think that's the key thing I want people to hear. It's not about software. It's about a solution that drives success. And, you know, bringing Anisa homes here that is just an it's another part of the whole solution of having that top of funnel and having the driving the prospect and the aware the prospects in the awareness that become fuel for the follow up that we do. So I just leave that with people. The fortune is in the follow up. And you can try to go figure this out yourself, but I would, after having done this for two decades, I would highly recommend that you work with partiv, because he's put the solution together. You know, if you want to learn more about it, just go to meet partiv.com. I believe that's your URL. It's still Part D that you use, but you can tell them all about it. And to Anisa. Anisha Dharmesh, great to meet you all super happy to be a part of this, and just excited to see what we can do to serve not only the dentist but their patients in getting the the implants that they need to change their lives. So thank you for letting me be a part of it. Thank you, sir.

Unknown Speaker 7:36 All right. Take

Unknown Speaker 7:38 care. Bye. Bye.

Unknown Speaker 7:39 Thank you. It

Parthiv Shah 7:43

Alright, and let's bring Dr Patel on stage. Pin perfect. What a scene. I got two of these seven.

Speaker 4 7:54

So thank you so much. It's such an honor, and it's like a dream come true. I don't know what to say. I'm just it's just like a fun moment for me. Anisa, I'm so excited to to be here, and I don't know how to express my gratitude, because just by implementing few things, which I learned back few years ago, I think somewhere before the lockdown, by being and following just her. You know, there was this Facebook group, and I used to follow her, and I went on some of her programs, and just following whatever she has been teaching in all, all her free programs, and even in some of the paid programs I was there, I've just implemented all of that, and I'm proof that it works without paid marketing. Okay, I just got introduced to paid marketing very, very recently, and that's how, actually part of discovered me through Dharmesh, through a Facebook ad, but that paid marketing was for my coaching. So I just want to say I've grown my practice almost 10 times, and I've used a lot of the things which, which has taught, and also there are other mentors, like Chris Barrow and other people. So I'm super grateful over here to be here in this room, and yeah,

Parthiv Shah 9:06

so I'm going to ask both of you some questions. So Doctor Holmes Anisha Patil is a dental coach. She teaches dentists how to harness the power of Google and Facebook. And I just like, I am to Kennedy. I am the guy who gets everything implemented. Dharmesh is to propel where she gets people excited about what should be done, and her prescription would give people an anxiety or a depression, saying who is going to do all that, and Dharmesh has built a team that does all the work. So my question is now to both of you, and you guys are my cyber queens. So talk about Dr Holmes. If a dentist does not invest in paid advertising, can they stay. Grow their practice. Is there a way to grow without investing in Facebook or Google? Yeah,

Dr. Anissa Holmes 10:07

I actually do know that it is 100% possible. The biggest challenge, I think, with marketing, however, is that I see colleagues come and they want to have the mango the same day that they plant the fruit. And it's really interesting, you know, for those of us that know mango trees, right, when a mango starts to bear fruit, it doesn't stop, right? Like it just keeps bearing and bearing so much so that, like, you're giving mangoes away to your neighbors, because it can't stop, right? And so that's, ultimately what we want, is we want to have that mango tree, right? But the biggest issue is, again,

when people start marketing, oftentimes they're starving for that mango. And so one thing that I want people to really understand that are on this call is the importance of starting today, right? Because any action that you take today, whether it's going to be organic marketing, whether it's going to be paid marketing, is now going to start that process, right? And so that's one thing that I really want everybody to understand now, the difference with paid versus organic is that I actually believe that organic is a more powerful way to be able to build patients. Why? Because organically, if you look at, for example, brands like, you know, Louis Vuitton, they're not doing a lot of ads, right, but people want to have this product, they will wait a really long time to even stand in a line to buy the handbag, right? And so if we want people to have premium services, they have to really connect with us, right? However, the truth is that right now, dentists need patience, and so I truly believe that having a strategy that implements both organic and paid will allow you to accomplish the immediate opportunity to have that mango right, and at the same time going into organic strategies, such as, for example, starting to build your brand by creating social media content where your community starts to see and know and talk about you with their friends as the expert, that all of a sudden, we're able to accomplish both. And so to me, that is really the trifecta. And, like, the perfect sense of marking, because we want to actually do both. And search media is great again. It gets us the mango, and we're able to also incorporate the social and if we incorporate them together, it's really powerful, as I shared before, like having people to come on see social media, but most people are doing it wrong. What do I mean by that? Right? They're doing it, and there's no funnel attach. So they're going through this energy. They're putting this effort in. There's no call to action. There's no way to be able to get a an email address, there's no way to be able to get a phone number, there's no call center or anything like that, backing it up. There's no mailers backing it up. And so they're doing all of this energy thinking they're doing something good checking a box, but it's ineffective. And so for me, if you're going to do social then you want to have a little bit of paid behind it, but ultimately, you want to be able to use the power of tracking pixels and things that, again, a lot of dentists really just don't understand, to be able to now allow when you're running, for example, your Facebook ads, to be able to now retarget people that have seen you on social so now they're not such a cold lead, right? They are now somebody that has seen you, and now they start seeing Google ads popping up, right? Or they start seeing Facebook ads popping up. And so to me, I think it's really the integration of both is really, really beautiful,

Parthiv Shah 14:12

great. Another question I have, Dr Holmes, is Dr Patel? Do you want to activate? Or can I just ask my next question? Well,

Speaker 4 14:20

I completely, I completely agree with Anissa that it's, it's a combination of organic and paid, because so is Facebook reach is now very less, so we definitely need to add paid. Yeah,

Parthiv Shah 14:28

if she says something that is counterproductive in India, or something else will work in India, you can jump in from that perspective. Let her do the cyberspace in America. And you say, but in India, we drive on the wrong side of the road.

And

Dr. Anissa Holmes 14:47

I would imagine in India, right, like I live many years outside of the United States, right? I would imagine in India, you know, that it can be even more powerful the strategy. Could be right, because the actual ad cost are significantly lower, I believe right. It was certainly that way for me when I when my practice was outside of the US. And so, you know, running social media ads, we do have a couple of accounts that are outside of the US, you're going to be able to get far more reach for a lower cost. And so if you're not using that strategy, you're really missing out, because most people are probably not doing it. And so when you do that, you really, really, really, really stand out. And again, we've got the paid ads behind it. It's pretty powerful,

Parthiv Shah 15:39

all right. So here is my question to you, Doctor Holmes, if I have a dentist who is not generating enough revenue to make ends meet and is in financial distress, or is being attacked by a corporate giant who is just going to eat up. I mean, how does a little guy compete against the economy, economics and corporate dentist using Anisa homes? Yeah.

Dr. Anissa Holmes 16:17

So the truth is that, you know, and I know Dan Kennedy was just on right, like, how amazing to have the godfather of marketing here on this, this event, right? But as we we both know, all of us know that Dan says the person who can spend the most to acquire a new customer is always going to be the person that wins, right? But the truth, fact and reality, is that there are some dentists that are just getting started that are insignificant, upside down, like I didn't have, I couldn't get a loan for my practice. I was outside of the US, and my last, you know, I had practices in the States, and then outside, and then one, I could not get a loan. And so I was upside down flipping credit cards to even be able to finance like my equipment, right? And so I couldn't, at that season of my life invest in Google ads and all those things, right? And so what I winded up doing is really creating an organic strategy. One was getting out there and just committing the next year I'm going to be on social right, because it's very inexpensive, right? I can do that right? People can get to know me. So I started doing that. The next thing that we started doing, we're actually building community engagement campaigns and building partnerships with other people, strategic partnerships with other businesses in our community. So even doing things like going into other businesses and saying, let's do a social media campaign and we're going to give away every single day for the next week, a gift card from a different business in the area, will you give me a gift card, right? Will you give me a gift card, right? And so it didn't cost you anything to get this free gift card. You're now promoting another business, showing that you're putting effort to help them, right. And so now you're able to build your social social media followers and start building this engagement. And next thing you can go to them and say, You know what? This is, great a small businesses, we should help each other out more. And so going into them and saying, you know, do you have and do you have dental insurance for your employees? And many don't, you know what we can do. Maybe every single month we're going to give away or we're going to partner with one company, and anybody who has employees that come in that month, we're going to have them to have services at 5% off or 10% off.

Now, obviously they're different markets, but in the US market, there's so many dentists that are taking PPOs and discounting 40% every time they see a new patient, and so there's no marketing costs with that, plus it's a one time b, where you're giving 10% off and their scarcity and urgency. And so people coming in for that one month, they can bring their family, their friends, then all of a sudden you get patients. The next month, you do it again. So that's one example of a strategic partnership. Again, you could do the gift card campaign. You can go in and again, for me, every single month you should be strategically people like, I don't have followers with social media. That's because you haven't even planted the seed. And so if you can get on there, and you know, as we're recording, this next month is Thanksgiving, you do in the US, right? And it doesn't even have to be Thanksgiving. It could be any time, but you have a canned food drive. You're involving your patients. When you come in tomorrow, we're going to be giving away a meal to a family.

Can you donate a couple of canned goods? When you come in that list, the patients that you do have see that you're very different and you're very unique, and are like, I like this place. I can't believe they're. Doing that. So you're involving your patients in the campaign. Then you're putting it out on social media. You're printing out flyers around your office that you're going to be doing a canned good drive. You involve your team, and you say, does anybody have a church member who has somebody or somebody in their community who's in need? You buy the turkey. You buy the you know, the the milk and the cheese. And as a team, you go out and you deliver this to a couple of families that are in need, right? So now you're building marketing campaigns that include your patients being a part of it, your community being a part of it, and your team being a part of it, which is going to improve, prove your culture. And so one of the things that I did very early on this is one of the things that we have in dental Flix. So I encourage you all join dental flakes, because what we do in dental Flix is every month, I am teaching and I'm giving you the campaign ideas. I'm giving you the flyer templates that you can post in your office, like graphics from Canva, and we're teaching you how to do it. We're giving you Facebook ad copy, email copy to email your patients, because we literally want every single month to get out there and do something that involves your patients. It could be that. It could be a clothing it could be a clothing drive. You know, Christmas is over, and so give us the clothes. We'll donate the clothes. Involve your patients, involve your community through social media. You know, take so this is how to me, organically, you grow, you have a marketing plan, and now organically, you are strategically thinking again, how do we involve all three and so creating that plan is really, really powerful. You could do a free day of dentistry, and that's really cool, and I'll leave that as like the last little example here. But that was really powerful, because not only are you treating, you know, maybe 100 kids for free, but you can go to your local small businesses that are around you, and you can say, You know what we're doing this, I'd love to invite you to have your kids to participate. 1/3 of the spots we're reserving for employees of businesses that are surrounding our practice, and we want to give that to you as a gift, because a lot of the small businesses that the owners don't have insurance for them, and so now they come in, you give them a great experience. And guess what?

Now you've got advocates that are all around your location. When people are like, is there a dentist over there? Oh, yes, my kids have been there, right? So how do we get advocates or other people to start vouching for us? This is how we build the network of organically, again, having our community to literally do the marketing for us, which, when that

happens and somebody says, what, who would I need to go to for a specific service, or any service, you're going to be top of mind, and that marketing you can never turn off, right? And so to me, that's really, really important. That's how I built my practice when I didn't have the ability to invest anything right. And then the next part of it is understanding, how do I put a lens? How do I do some paid ads to the posts that we're putting out on social media so now we can have more eyeballs on what we're doing right? And the truth is, like these days are a lot harder than it was for me back in 2010 things have changed. There are a lot more users. The algorithm has changed. And so we've got to do these things, which are powerful, but again, putting some paid ads on our social media on top of it is going to be huge. And then now being able to, and this is a strategy that that really took me over this to the top, is that now that I had these social media ads, we're able to again start running Facebook ads to retarget people that have now seen our social causes. Okay, a lot of people don't get that part. So they see our social causes. And now, again, in this instance, using party right where, where, now you can have retargeting of people watch the videos or people that have landed on the page. Then now, all of a sudden, you're not marketing necessarily to just cold leads. You're marketing to people that have already connected with you and have built a little rapport with you, and so your conversions are going to go up, your cost per click are going to go down, and you're going to have better results than just doing just doing paid that's been my experience, right?

Parthiv Shah 24:44

So I have a follow on question to you. Dr, Homs, yeah, and I'm going to share my screen to show you a little visual. Yep. Here is my theory, and you can either tell me I'm wrong. Or hopefully agree with me, but here's what I tell to my dentist. Yeah, Facebook will tell you what they're interested in. Google will tell you what they're looking for. That's right, the realistic data will tell you what they can afford, yeah, if the hypothesis is that there is a need for dentistry, either GP or significant in every household that can afford to be your patient, what I do is I put them on a map to see where you pull patients from, and then market to the neighborhood from where you are getting patients from. So I tell people I don't do Google or Facebook, paid or organic, hire someone I want to see. So we can talk about, if you have an offer, we can make about your agency. I guess you own, you also own an agency. But my question to you is this, direct mail versus digital marketing, what is better? Because people ask me this question always, but my answer is, they don't compete. You mark you send postcards to the locals where your Facebook and Google ads are dropping. You test headlines and pictures on Facebook for cheap and the winner put them on postcard. It's something I learned from Bardot. Do you want to agree with me, or do you want to fix I agree? Yeah, 100% okay, just okay.

Speaker 4 27:02

I want to add here. So whatever Anisa said, I've actually applied it. And the mastermind is in the third year, okay? And it's an I just got the idea from her only and couple of other programs, and just by the campaign idea, we've got such great results with what participants have done, just purely organically. And then I was literally thinking, if we could add the paid element, then we could probably have much more better result with this. So yes, I think it 100% works

Parthiv Shah 27:32

well. Now, Dr Holmes, I'm going to ask you a question, who is your most who is your most favorite Indian women, or me.

Dr. Anissa Holmes 27:46

So my business partner in in our agency, he was, he's referencing to his Vimal is my business partner. I'm actually here at a dental conference as I'm recording this. He's downstairs right now. So he's here with me. Don't make me choose.

You guys are both amazing,

Parthiv Shah 28:06

so we won't make you choose. The question is, if I have a US or Canada dentist who would like to work with women? I mean, look, women is my favorite Indian too. Women and I instantly hit it off, because in our historic past, we both did a lot of data work in automotive business and car business, serving a dentist is easier than serving the car dealer's good enough for a car dealer. I mean, he is going to be amazing for a dentist. So why don't you spend a couple of minutes to talk about women, see if you can get an offer for dentists who are either struggling

Unknown Speaker 28:57 or sad, and see

Parthiv Shah 28:59

if we can, I'll bring them if you can take

Dr. Anissa Holmes 29:04

Yeah, so digital floss is solves the problem of dentists wanting to do social media but not having the ability to do it themselves. Okay, there's, there's, there's zero consistency that we typically see, right? So what we do with digital floss is digital floss literally flies out, gets photo and video shoots done, and then now distributes on Tiktok, Instagram, Facebook and YouTube. The doctor meets with a copywriter, and then now funnels are built where now social media ads can be run to get 1015, 20,000 views on a video. And right now reels, as we know, that's where everybody's hanging out. You know, most people are not watching TV anymore, and it's short form video. So and So four times a week, content is posted. Now, the beauty of it, again, is that it drives traffic to a landing page where Facebook and Google ads are able to be created. We actually, within digital floss, also run Google and Facebook ads, and there's a call center pre books patients into the schedule. And so it's, it's literally complete done for you. Social media. We still encourage the doctors to do those organic campaigns, right? Because that's where you can build relationships with local businesses, right? However, most times people are like, I can do that, but I don't have time to build content and post every day. I really can't even think about trying to be on Google. Sorry, be on on YouTube, and that's huge, because having your reels show up on YouTube, with YouTube being owned by Google now means that you're able to get because of voice recognition, of the things that the doctors are talking about, you're able to increase your SEO and your Google rankings without having to pay Google. And so it's really amazing to be able to have everything taken off of the plate. And literally, three times a year, Chris is there shooting content. And for those doctors that are like, I'm not an introvert, he will actually help, you know, create, say, Well, okay, what is it that you want to promote, okay, implants. Let me feed you the line, right? So, and you want to have inflection, and so he'll say it, say it like this, right? And then he records.

And then, all right, here's the next line, like, he's super patient, and then that way, we're able to have our editors create some phenomenal content. And we do have a lot of extroverts as well. But yeah, that's what digital floss says. I actually spoke to them all this morning. And so if anyone is interested in learning more, go to digital floss. Let them know that you are part of this community with partif, and now we're able to have you to come into the agency with zero setup fee, and then your first month would be 50% off as well. So there are different packages that are just social, social and ads. So it just depends on on what you want. There's different opportunities that are there.

Parthiv Shah 32:20

Thank you, Dr Holmes, very much for your help, the generous gift you shared. I mean, the gift the half of first month plus initial setup, is worth a few $1,000 and that's going to be very well received. So thank you. We are going to unpin you, and we are going to work with Doctor Anisha Patel. Oh, by the way, I have an invitation for you from her. I call her my baby sister in India, we would like to invite you to her place for dinner. When do you go to India?

Unknown Speaker 33:03 Is her place in India?

Unknown Speaker 33:06 I'm in Mumbai.

Dr. Anissa Holmes 33:08

So, so that has actually been on my bucket list. Oh, yes. So I've been speaking to them all. I've been speaking to a friend, Mona Patel, who's going to be doing a spiritual retreat there next year. And I'm like, I got a kid there who's who's taking me to India, right? So definitely, let's connect and see if we can make that happen. So

Unknown Speaker 33:33 thank you so much. So

Parthiv Shah 33:34

she has an event coming up in the next couple of days. It's sold out events and nobody can. I mean, I'm not doing a take away. It really is. I'll

Speaker 4 33:45

just give a clarity. So it's a small group of around, you know, 40 people. And we are doing, we are meeting offline. The mastermind is an online thing, and then we meet over the weekend. So Saturday and Sunday is my event. And, yeah, this is all happening just at the right time, I feel. And the offline is sold out, and we are having an discount on online.

But yeah, that's that's just,

Parthiv Shah 34:11

yeah, I would like to do an Anisa and Anissa event in somewhere in Mumbai, sometime in 2025 and I'll fly out just to be maybe I would either be moderate, let me speak, but that would be an awesome it will be a fun event. You Indians will love you, doctor.

Transcribed by https://otter.ai