

What will be fundamental in 2018?



Carl Burroughs

By Carl Burroughs – Managing Director – Integrated Dental Marketing

As another year draws to a close, many of us will be contemplating what has gone well in 2017, what has not gone as well as we would have liked and what do we need to do differently in 2018.

It's a human condition to use the end of one year and the beginning of the next to recalibrate and to try and mould our lives in ways that reflect what we truly desire our lives to be like. How our businesses operate, our health and our family time, these are all things that can get out of kilter from time to time and it is only through conscious effort do we create the changes we want to see.

There is one golden rule that we all understand that can help us in our endeavours however, it's very easy to not implement when we are bogged down in the minutiae of day-to-day activities. This is the 80/20 rule that says that 80% of your productivity is produced by 20% of your actions, therefore concentrate on the 20% of highly productive activities that you do and try and dump the rest of the stuff. It makes sense and it is easy to say, but very often not so easy to implement. We all find ourselves doing things where we personally add little value and that could easily be done by others. In the process it would free ourselves up to do more of the things that we do add extreme value to or just allows us to do the things we enjoy.

The author Tim Ferris has made a career out of proving this theory, initially in his landmark book 'The 4 hour work



week' and subsequently in TV shows where he masters 80% of an activity using the 20% of techniques that creates the majority of the desired result. He has won dance competitions, martial arts events and even played the drums with a heavy metal band all within a week of studying the activity using the 80/20 principles.

So, with this as a backdrop here at IDM we have been applying our own 80/20 principles, which has led to developing a platform which delivers all your online marketing activities. This will achieve the maximum results whilst dumping many erroneous activities that can burn time and produce very little. We have called this platform On-Line Fundamentals and after eight months of Beta testing, we launched this to the Australian dental community in November.

The On-Line Fundamentals platform, manages your search engine optimisation, pay per click advertising, blogging, eNewsletters, social media, website updates and on-line reputation management.

These are the products that are fundamental to a successful on-line

campaign and our platform manages these activities seamlessly. You will be able to see the results in a comprehensive monthly report that will show you exactly what is working and producing the results that you want. Clients are encouraged to have a one-on-one phone or Skype meeting each month to discuss the campaign and fine tune based on what the practice needs or wants.

So, if you want to both get your life back in 2018 and get the on-line results your practice needs then you should arrange a demonstration of the program. The program is limited to only one practice per geographic area, to ensure exclusivity and no conflicts between campaigns. ♦

To organise a demo and to find out if your area is still available contact Sonia Kingman at IDM on 02 9211 1477 or e-mail info@idm.com.au

I would like to remind you at this time of increased competition in our sector that many practices are still growing exponentially and there is no reason why yours should not be among them.

