

ISLICE: The day after tomorrow: How to market your practice post-pandemic

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ABSTRACT: COVID-19 has altered how we communicate, interact, travel, make purchases, buy homes and in just 12 months, it has affected most facets of our lives. Still, even once we reach a level of widespread vaccinations, how we adapted to meet the needs of a pandemic world will not be so easy to revert from. When we need to accomplish something, people generally choose the path of least resistance to achieve our goal, and if you believe that people are going to be waiting in line to drive to consultations again,

then 2021 is going to be rough. The pandemic has shown us that distance is subjective and that we have the resources available to facilitate most business from the comfort of our homes. That presents a new and unique challenge to modern companies to either evolve or adapt to fit the patient's needs or fall behind and hope to catch up later. Marketing and advertising has to happen, and the businesses that adapt will be the ones that come out on the other side confident their message is going to be seen..

Biography:-

An entrepreneur at heart, and an Internet nerd by choice. Over his professional career, Sam has worked in the fields of law, technology, real estate management, market research and now Internet marketing. Boasting a diverse background that allows him to understand what makes businesses thrive, and do so quickly.

Sam launched Incredible Marketing in Orange County, California, along with several team members that were just as fed up with the status quo as he was. A polarizing figure with a knack for saying all the right things at the wrong time, Mr. Peek has a diverse background that gives him a distinct advantage to understanding what makes the medical aesthetic industry thrive and the foresight to ensure you're always thinking in a proactive way, not reactive.

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