



FROM CLICK TO CONSULT: FULL ARCH MARKETING THAT ATTRACTS THE RIGHT PATIENTS & CONVERTS THEM TO ACTION

COURSE SUMMARY

Full arch growth does not begin in the consultation room—it begins with the message, the marketing, the follow-up, & the patient experience long before a patient ever enters the practice. In this webinar, Greg Essenmacher & Naiara Wireman will walk attendees through the full patient acquisition journey, from direct-to-patient marketing strategies that attract stronger full arch leads to the communication & conversion systems that turn those leads into consultation appointments that show up informed, engaged, & ready to move forward. This session is designed to help practices strengthen both the front end & middle of the funnel so they can drive more predictable full arch growth.

LEARNING OBJECTIVES

- Identify the core components of an effective full arch direct-to-patient marketing strategy.
- Evaluate the difference between lead volume & lead quality in full arch patient acquisition.
- Recognize how patient-focused messaging & positioning influence inquiry quality.
- Apply lead response & follow-up strategies that improve consultation-setting outcomes.
- Use expectation-setting & communication techniques to improve consult show rates & patient readiness.
- Align marketing & conversion processes to create a more effective full arch growth system.



Greg Essenmacher

Greg Essenmacher is the Founder & CEO of GnA Consulting, helping dental practices—especially those focused on Full Arch implant solutions—grow, scale, & thrive. A sought-after speaker & strategist, Greg is known for his work in patient experience, case acceptance, & operational excellence. His straightforward, no-fluff approach equips dental teams with the mindset & methods to convert more cases & lead with authenticity.



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1/1/2025 to 12/31/2026



Date: Tuesday, June 16, 2026
CE: Attendees will earn 1 CE Credit
Time: 7:30-8:30 p.m. ET
Tuition: Complimentary
Registration Link:
<https://tinyurl.com/2sfc489n>