



**YOU KNOW YOU NEED AN AWESOME FACEBOOK PAGE.  
HERE'S HOW TO CREATE ONE!**

~ Justin Bazan, OD

We will create a new Facebook page and optimize it to capture sales, referrals and appointments. You will also learn tips on posting and a list of best Facebook page practices.

[CLICK HERE TO REGISTER NOW](#)



*Dr. Justin Bazan graduated from SUNY State College of Optometry in 2004 and currently practices at Vision Source Park Slope Eye in Brooklyn, New York.*

Dr. Bazan has been an active social media user since the early 90s. Professionally, he has been using social media channels like Wordpress, Yelp, Facebook, YouTube, Twitter, and Foursquare since 2007. His business has gained popularity due to integrating social media into his business strategy – he estimates approximately 20% of new patients are gained as a result of their social media efforts and the revenue acquired from those patients is well into 6 figures. Park Slope Eye's Facebook Page has over 2,300 fans, their YouTube channel has nearly 70 videos with over 18,500 views, their Yelp page maintains a 4.5 Star rating with 200+ reviews and their Twitter handle has 3,300 followers. Dr. Bazan is a recognized speaker on social media in the eye care industry and small business world.

**CONTACT**

SIB@eyecarepro.net  
347.618.0784

**DATE**

Jan. 30th-31st  
2013

**TIME**

2PM EST-10PM  
Eastern Standard Time