



Using Relevance and Authority to Gain Attention

DENTIST OFFICE CASE STUDY

MARKETING CAMPAIGN GREW THE CLIENT'S ROI BY MORE THAN 5X

In this case study, as part of Advance Healthcare, our Pennsylvania team used a combination of Search and Social Media to drive patients to a dentist office. This dental practice change hands and wanted to prepare for the transition of patients. Our client understood that engaging these patients through an effective marketing campaign was a critical step.

The plan started with a website optimized for use in mobile, and the addition of a pay per click campaign. After developing a purposeful keyword plan to attract new patients, the team used best practices to design a high return bidding strategy. Over time, this shifted prospects into long term, satisfied patients. Along the way, client engagement and recommendations have been critical to our strategy.

PERFORMANCE RESULTS

In addition to offering business referrals for our team, the practice has:

