

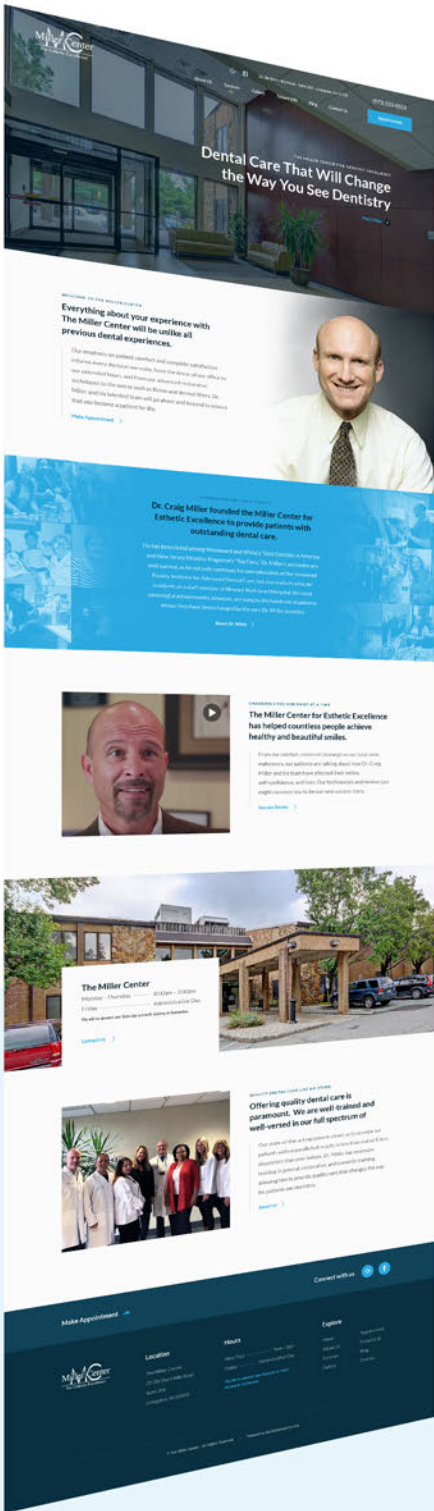


Sowho  
arewe?



## PROVEN RESULTS

My Dental Agency has a proven track record. We could go on and on about ourselves, but there's no need when our clients speak for us. The following pages include just some of the examples of how we've helped our clients meet their business goals.



# The Miller Center

## Reputation Management

When this client came to us, they had experienced a couple of negative reviews. While every practice we talk to has indicated that they, too, get negative reviews, these reviews were keeping the team up at night. We made reputation management a priority and worked diligently at building their online presence.

The results? Within a single year, this practice went from 10 Facebook reviews averaging 3.3 stars to 33 reviews averaging 4.5 stars.

facebook.



**10 Reviews / 3.3 Star Rating**

October 2016



**33 Reviews / 4.5 Star Rating**

October 2017

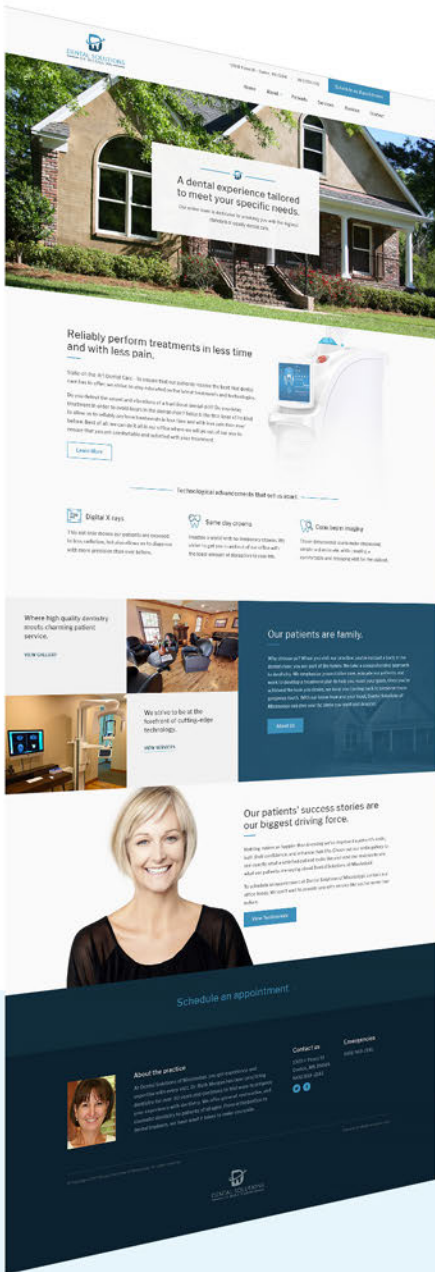


# Dental Solutions of Mississippi

## Reputation Management

This top-notch team had also received a couple of negative reviews despite being beloved by their patients. Prior to working with My Dental Agency, they were using companies such as RateABiz with little to no strategy.

After working with them to manage their reputation, they went from 9 reviews averaging 4.1 to over 20 reviews averaging 4.5 – all in a few short months.



From

**9 Reviews / 4.1 Star Rating**



To

**21 Reviews / 4.5 Star Rating**



**In the first few months!!**



Ad



Google

## Agoka Dental USA

### Pay-Per-Click

This well-established practice approached us at an Academy of General Dentistry meeting. While they had been in the community for a very long time, they wanted to focus on growing their Implant and Invisalign cases. One of the strategies we agreed upon was to run paid ads for both of these services on Google.

These ads led to 114 total leads, 10 of which resulted in patient treatments (proven to come directly from this campaign) that earned the practice an additional \$22,500 of revenue.

#### Dental Implants in Tampa - Free CT Scan & Whitening

[Ad](https://specials.agokadental.com/dental-implants) specials.agokadental.com/dental-implants

Limited Time Offer. Act now!

#### Invisalign Tampa \$500 Off - Includes Free Whitening

[Ad](https://specials.agokadental.com/invisalign) specials.agokadental.com/invisalign

Limited Time Offer. Act now!

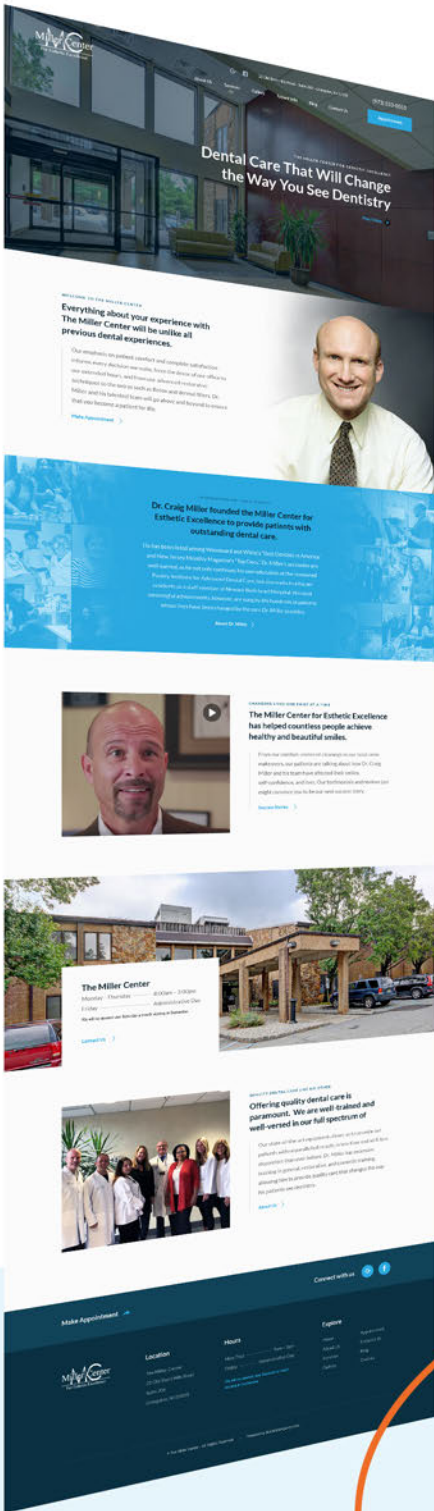
### Campaign Results

**114** - Leads

**10** - Implant / Invisalign Cases

**\$22,500** - Revenue





# The Miller Center

## Quality vs. Quantity

Another goal of this practice was to attract not just *more* patients, but *quality* patients who were willing to invest in their dental health and establish a long-term relationship with the doctor. We knew that they needed to be more strategic with their marketing, so we created Google ads that targeted very specific services and emphasized words like “premier” and “quality.”

This campaign generated a \$15,000 case within the first three leads!

**Invisalign® Premier Provider - Livingston, NJ's Best Dentist**

[Ad livingston.popular.dental/specials/invisalign](http://livingston.popular.dental/specials/invisalign)

Finally, Smile with Confidence. See real results! Get your questions answered.

**High Quality Dental Implants - by Livingston's Best Dentist**

[Ad livingston.popular.dental/specials/implants](http://livingston.popular.dental/specials/implants)

Don't be fooled by low cost implants. You deserve the best quality dental care!

## Campaign Results

**\$15,000 Revenue**  
in the first 3 leads



Ad



Google

## Family Dental Choice

### Capitalizing on Technology

This long-time dentist had purchased an existing practice prior to working with us, leaving him feeling like he was starting all over. When we learned that he was using Smile Prevue in his practice, we knew we had to use that to his advantage. This created the perfect opportunity to drive cosmetic dentistry patients.

Our Smile Makeover and Invisalign Google campaigns generated a \$10,250 case in the first four months of running the ads.

#### Smile Makeovers in Charlotte - Family Dental Choice

[Ad](https://familydentalchoice.com/dentistry/cosmetic) familydentalchoice.com/dentistry/cosmetic

See Your New Smile Before You Start. Free Consultations. Smile with Confidence.

#### \$250 Off Invisalign - Free Whitening

[Ad](https://familydentalchoice.com/specials/invisalign) familydentalchoice.com/specials/invisalign

Top-Rated Charlotte Invisalign Dentist. No Metal Wires. Special Discount Offer.

### Campaign Results

**Generated a \$10,250  
case in first few months!**





Before

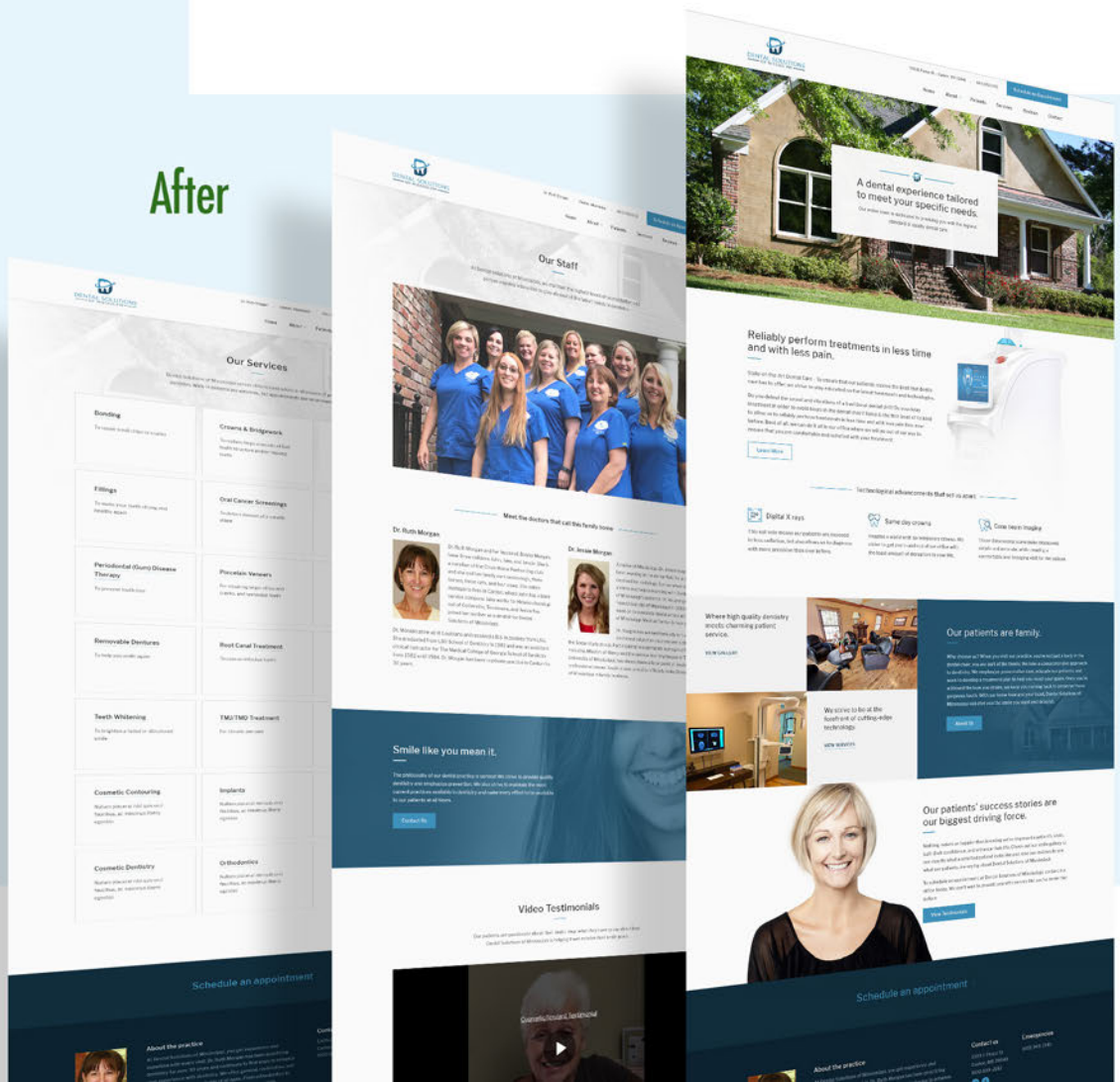
# Dental Solutions of Mississippi

## Website Development

While this practice used technology that no other dentists in their area were using and also were using online and offline marketing activities, their strategies led prospective patients to an extremely outdated website that gave no indication of what made their practice unique.

My Dental Agency completely renovated their website. We created a site that showcased the practice personality and how they were unique, plus we focused on how their unique technology benefited patients.

After





Before

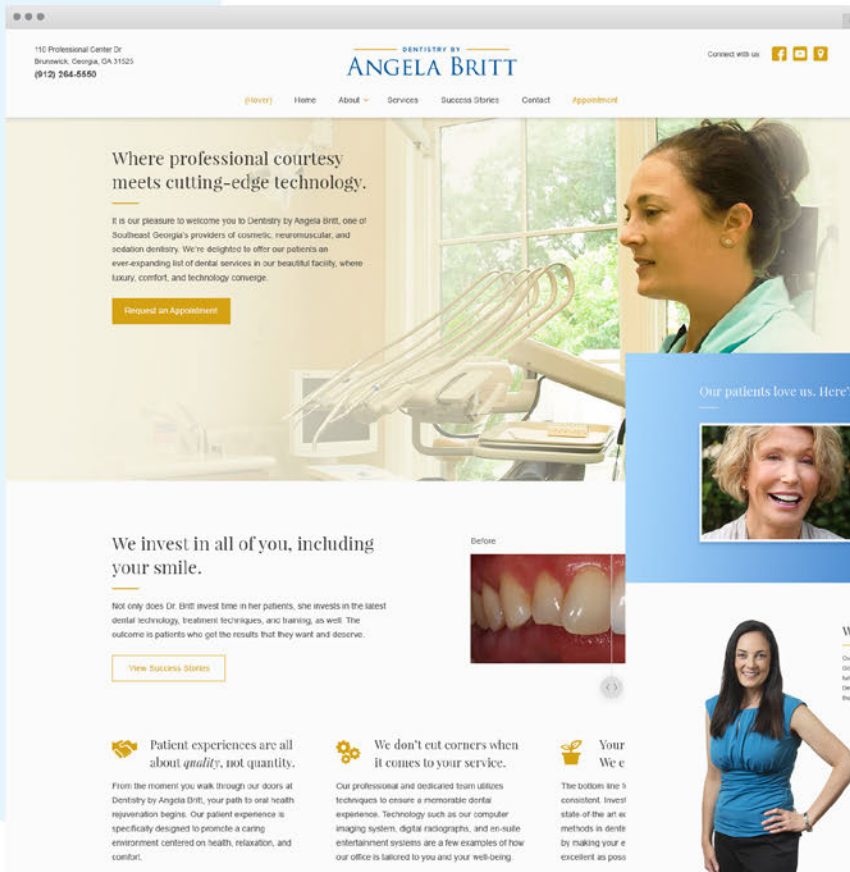
# Dentistry By Angela Britt

## Concise Messaging

This boutique practice already stood out among competitors who practiced emergency or patchwork dentistry. Their website was better than many in that it used real photos to showcase their personality and success cases, but it was text-heavy with unclear messaging.

Knowing that most people are only willing to read short blurbs or bulleted lists, we updated the website copy with more concise and clear messages. This made the site more approachable to prospective patients who are simply too busy to read paragraph after paragraph.

After



<p><b>About the practice</b></p> <p>At Dentistry by Angela Britt, we believe excellent oral health is also your primary reason for visiting our practice. We're here to help you achieve it, ensuring that the entire process is pleasant, not just the results.</p>	<p><b>Contact Us</b></p> <p>110 Professional Center Dr Brunswick, Georgia, GA 31520 (912) 264-6550</p>	<p><b>Practice Hours</b></p> <table border="0"> <tr><td>Monday</td><td>8:00 - 5:00</td></tr> <tr><td>Tuesday</td><td>8:00 - 5:00</td></tr> <tr><td>Wednesday</td><td>8:00 - 5:00</td></tr> <tr><td>Thursday</td><td>8:00 - 5:00</td></tr> <tr><td>Friday</td><td>8:00 - 4:00</td></tr> <tr><td>Saturday</td><td>Closed</td></tr> <tr><td>Sunday</td><td>Closed</td></tr> </table>	Monday	8:00 - 5:00	Tuesday	8:00 - 5:00	Wednesday	8:00 - 5:00	Thursday	8:00 - 5:00	Friday	8:00 - 4:00	Saturday	Closed	Sunday	Closed
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Saturday	Closed															
Sunday	Closed															





Before

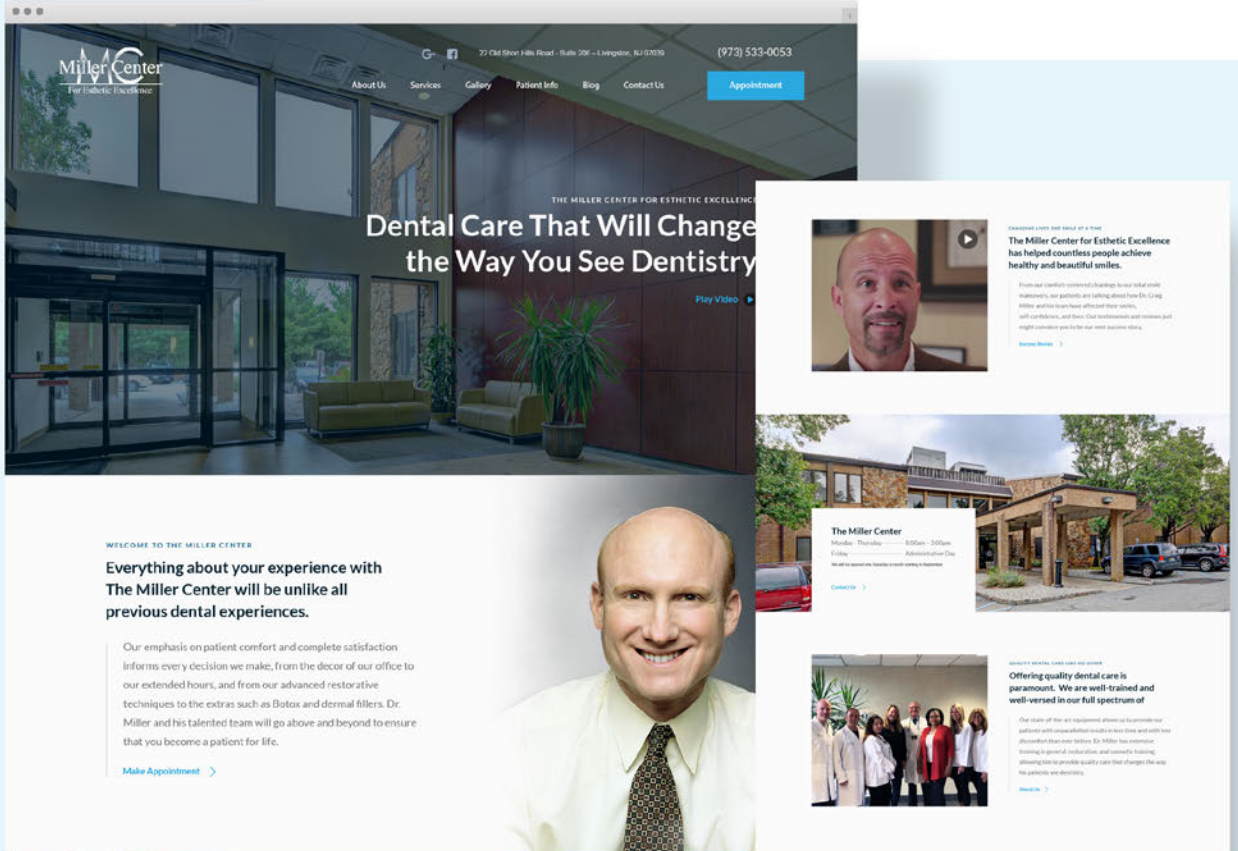
# The Miller Center

## Showcasing a Unique Practice

This practice truly changes patients' lives, which was obvious to us when we realized how many thank you cards they received on a regular basis. The problem was that this wasn't reflected on their original website.

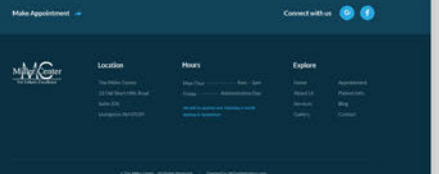
We decided that, in addition to making the web text more clear and concise, we needed to showcase exactly how Dr. Miller changed the lives of his patients. His revamped site contained testimonials and photos of patient transformations, providing proof of his ability and how his patients felt about him.

After



MEETING WITH DR. CRAIG MILLER  
**Dr. Craig Miller founded the Miller Center for Esthetic Excellence to provide patients with outstanding dental care.**

He has been listed among Woodward and White's "Best Dentists in America" and New Jersey Monthly Magazine's "Top Docs." Dr. Miller's accolades are well-earned, as he not only continues his own education at the renowned



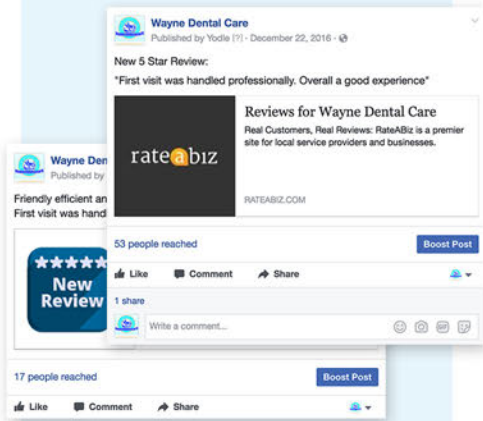
# Wayne Dental

## Developing a Facebook Strategy

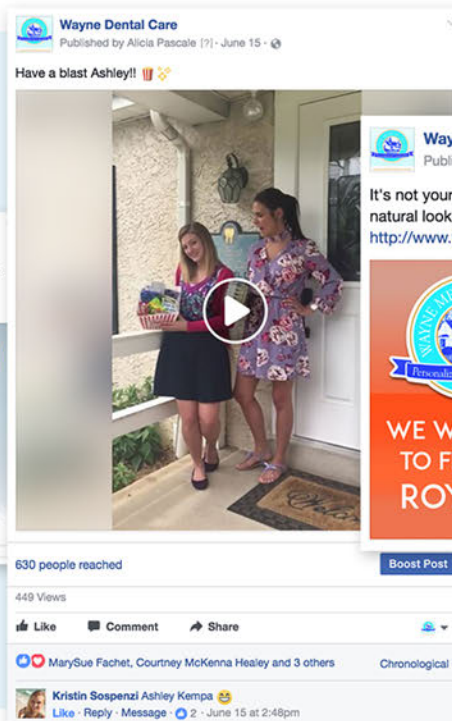
One of their team members was managing their Facebook page. While they were doing a decent job, there was no real strategy in place. There were some posts that were custom to the practice, but the majority of the page was filled with RateABiz reviews that appeared again and again in patients' newsfeeds.

Our Facebook campaign focused on using the right approach to social networking. We made sure they were actively engaging with their patients, creating fun posts that Facebook friends would "Like" to read and look forward to seeing in their newsfeeds, and using engaging imagery that would make viewers take a second look.

Before



After



facebook.



# Dental Solutions of Mississippi

Ruth R. Morgan, DDS, PA



DENTAL SOLUTIONS  
OF MISSISSIPPI

## Rebranding

This doctor was rebranding her practice and wanted her current patients to be comfortable with the change. We knew that this was also an opportunity to let her local community know about what this amazing practice had to offer, so we decided to put together a 53-second video ad.

In a single month, the ad received 5,100 3-second views, 2,873 10-second views, and 341 100% views. It also earned 97 clicks, which means that 97 people were interested in learning more about the practice.

## Campaign Results



**5,100** - 3-Second Views  
**2,873** - 10-Second Views  
**341** - 100% Views  
**97** - Clicks



# The Miller Center

## Local Awareness Ad on Facebook

facebook



Dr. Miller didn't have much of a digital presence and wasn't doing much advertising, either. When he started working with us, we knew we initially needed to focus on increasing brand awareness and showcasing how they were unique.

Within three months, the Facebook ad led to 81,575 impressions with 22,773 people reached. Best of all, 94 people clicked indicating that they wanted to learn more.



## 3 Month Campaign Results

**81,575** - Impressions  
**22,773** - People Reached  
**94** - Clicks



# Waterford Family Dental Care

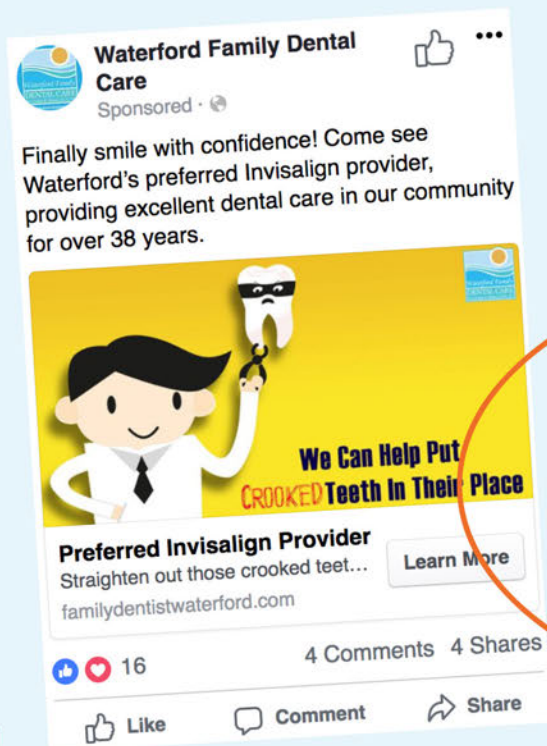
## Facebook Invisalign Campaign

facebook



This dentist wanted to bring in more Invisalign patients, so part of our strategy involved creating a Facebook campaign with a narrow focus.

In two months, 4,626 people were reached, 67 clicked to learn more, and 2 form submissions were completed.



## 2 Month Campaign Results

4,626 - Reached

67 - Clicks

2 - Form Submissions





## PROVEN RESULTS

The evidence is there: My Dental Agency has successfully utilized the digital market to help dentists all over the nation grow their practices and meet their business goals. These are just one or two pieces of the larger, more comprehensive marketing puzzle. Our strategy is comprehensive, ensuring that websites, ads, Facebook, and reputation management work together for the benefit of our clients.

Give us a ring!

**800-689-6434**

or "800-ouzo-if-I" if that is easier to remember, but probably not.

[www.MyDentalAgency.com](http://www.MyDentalAgency.com)