

SLEEP.MARKETING

A DIVISION OF MYDENTALAGENCY.COM

The Problem

A well-established practice in the heart of the Chicago Loop, Marcus Dental Practice had an overall lack of marketing, which was a detriment in such a competitive area. They needed an online presence, coherent messaging, and a comprehensive marketing plan. While he did not have a dedicated sleep dentistry practice, Dr. Marcus wanted to increase the number of sleep/TMD cases that visited his practice.



Marcus Dental Practice

The Strategy

In order to address all of this practice's needs, we created a cohesive marketing strategy that would help drive new interested patients through their doors. As a pay-for-service practice, the Marcus Dental Practice needed a website that would resonate with the right type of patients; we changed the imaging, wording, and overall feel of their site so it would resonate with patients who would value quality over discount dental care. We also ensured that the new website prominently featured sleep and TMD dentistry. We also created a Facebook ad to build awareness about the many dangers of sleep apnea and the results were outstanding.

The Results

In just nine months, the ad we ran yielded Marcus Dental Practice with the following results:

- 237 new leads
- 77,149 reaches
- 267,140 impressions
- 33 new page likes

This is a bonus since these people will continue to stay connected to the practice via their regular posts.



77,149 REACHES



33 New Page Likes

267,140 IMPRESSIONS



A comprehensive marketing strategy combined with a single Facebook ad allowed us to make sure patients saw the Marcus Dental Practice for what it was and continues to be — a high quality practice that is genuinely concerned with the long-term health of their patients.