

SLEEP.MARKETING

A DIVISION OF MYDENTALAGENCY.COM

Michelle Munoz, DDS

When Dr. Michelle Munoz purchased her general practice from a retired dentist in 2002, she knew little about how to market her new practice. This was par for the course, as at that point, digital marketing was in its infancy. After several years of muddling through on her own, Dr. Munoz realized that she wanted to spend less time marketing and more time practicing, which is one of the reasons she was intrigued by what My Dental Agency had to offer.

One of the goals she established early on was to focus more on sleep dentistry and TMD. While she had previously worked with some existing patients on these underdiagnosed conditions, she was passionate about how dentistry could be life changing for those who suffer with OSA and the chronic pains associated with TMD. After much discussion, we agreed that the best plan was for her to open a new dedicated sleep dentistry practice.



Because Dr. Munoz had no brand or community awareness in the sleep dentistry or TMD fields, we had to start from scratch: We created a dedicated sleep/TMD website that was separate from the site for her dental practice; We also established local business listings with Google, Yelp, YellowPages, and others to ensure that the most up-to-date and accurate information would be available online; We created a dedicated Facebook page in order to allow Dr. Munoz to generate new followers and engage her patients on a regular basis; We solicited reviews from her happy patients, asking them to share their experiences on Google and Facebook so new patients would be aware of her reputation in the field. Once these were established, we decided to run an ad on Facebook. That single ad yielded the following results in just 5 months.



The Results

- 150 leads for sleep/TMD
- 105 page likes
- 296,654 impressions
- 35,658 reach



While the Facebook ad was far from our only focus, the results were impressive. We continue to manage multiple campaigns for Dr. Munoz, ensuring that both of her practices continue to thrive.