



Friendly Family Dentistry is a full-service dental practice located in Terre Haute, Indiana. Dr. Mark Haring practiced dentistry in the area since 1984, and had deep roots in the community. The practice was well established, but certain developments made it clear they needed a new and comprehensive marketing strategy. To start, they had been operating with a disjointed approach to their marketing-their website was managed by one person, their Facebook by another, and there was little to no strategy in other areas of their marketing. The result was a lack of a comprehensive marketing strategy which held them back from attracting good quality patients. There was also a need to build up a patient base for a new associate that had just come on board. Coupled with an unfortunate incident of bad reviews that had been posted but were completely untrue, there was an immediate need to be proactive with mending their reputation. All of these factors made it clear that they would benefit from a comprehensive marketing strategy if they were to continue building the practice on a solid foundation.

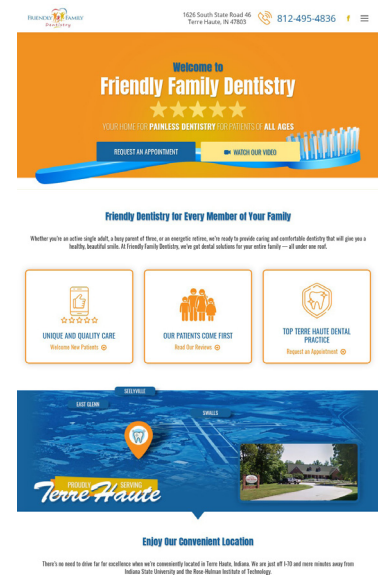


The Strategy

In order to help attract the right patients and mitigate the damage of negative reviews, we created a cohesive marketing strategy that would fire on all cylinders. We started with a customized website redesign that would speak to their ideal patients. We then took an aggressive approach with a review solicitation campaign in order to outweigh the negative reviews and create an immediate impact.

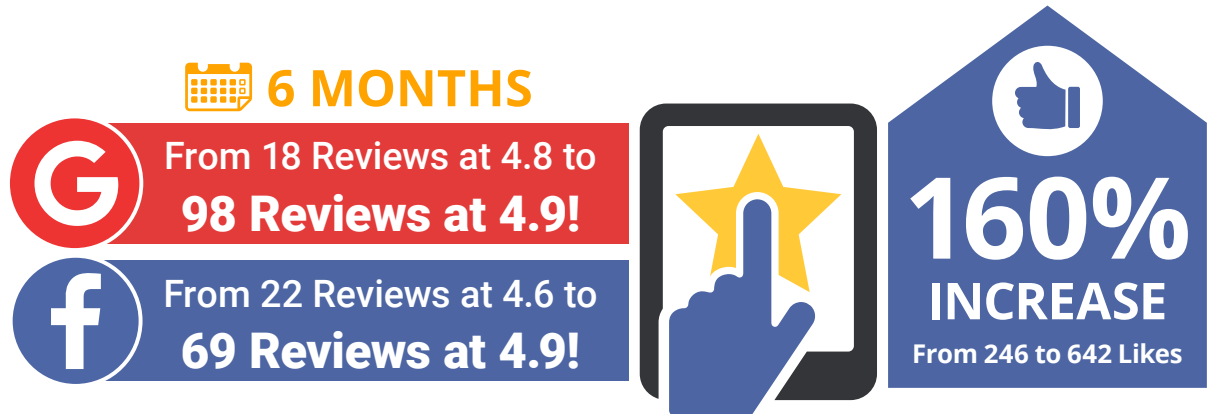
The next steps included building their online visibility across multiple online platforms with campaigns that were customized to their practice and connected to one another so that the look, feel, message, and goals were consistent throughout each channel. Building out content on the website with blogs and posts on social media were integral in keeping their website and social media pages fresh and providing valuable content to their patients. We then synchronized their online business listings and populated them with the right information as well as photos that

would resonate with higher quality patients. To encourage engagement with their patients outside the 4 walls of their office we also began a Facebook 'likes' campaign and executed an email campaign to educate their patients and provide them more value. These strategies also helped leverage existing patients to refer the practice to their friends and family. In addition, to create new leads we ran ads on Google to target patients for dental implants and general dentistry. The ads were sent to a highly conversion driven landing page and were properly tracked, which was not being done before.



The Results

As a result of this comprehensive marketing strategy, the practice's Google reviews increased from 18 reviews and a 4.8 rating to 98 reviews and a 4.9 rating. Their Facebook reviews also increased from 22 reviews with a 4.6 rating to 69 reviews with a 4.9 rating. The Facebook campaign successfully resulted in 160% increase in likes ending with 642 likes, up from 246.



The Google ad ran for a period of only 4 months, and generated 61 total leads; 30 were implant leads, and 31 were general dentistry.

4 MONTHS



The overall efforts of this marketing strategy helped focus the practice's message as a high quality dental practice, opened up the opportunity for them to further engage with and market services to a wider audience and bring in qualified leads.