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CASE STUDY #7 – Mid-West Dental Practice

Background:

A leading mid-west dental practice with over 10 locations had been using a local digital marketing agency, with limited healthcare experience, to manage their digital advertising programs. The goal of these programs was to drive new patients for the 10 locations. Unhappy with the results the local agency was producing, the dental practice chose to trial MD Connect as their digital agency after an exhaustive search for a new digital partner.

Execution:

As part of their effort, MD Connect implemented the following digital marketing strategies:

- Localized landing pages designed to increase consumer interaction. Split A/B testing on design, images, and messaging to allow significant optimization opportunities.
- Broad digital media campaigns across major search engines (Google, Yahoo, MSN/Bing), social channels (Facebook), video (YouTube), re-targeting, contextual and display networks.
- Focused digital marketing efforts on prioritized business lines / procedures (general dentistry, orthodontics, and restorative dentistry).
- IVR (phone system) optimization focused on driving down the number of calls lost.
- Detailed lead and appointment tracking, reporting and analytics via our Performance Portal lead intelligence system.

Results:

This dental practice has seen a clear impact on their business, including the following ***savings in Key Performance Indicators*** within their first six (6) months:

- 46% Cost per Qualified Lead savings (\$107→\$57)
- 70% reduction in Cost per Booked Appointment (\$370→\$111)
- 121% increase in Landing Page conversion rate (3.29%→7.28%)
- 50% decrease in calls lost through IVR
- Lead tracking for digital, direct mail, print, and other marketing campaigns

The client has considered the program a complete success, and has since increased budget for their digital marketing programs. Said the Practice Manager, “not only was the initial trial a huge success, but we’ve continually seen performance improvements month over month with MD Connect.”

“We couldn’t believe the difference in program performance MD Connect provided over our previous agency.” -Practice Manager