

REFERENCE:

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Marketing Project 3: Delta Dental of Oklahoma - Digital & Social Media 2015

Background:

Delta Dental of Oklahoma is a not-for-profit dental insurance provider that was founded in 1973. DDOK sells dental benefit plans as well as insurance, with a goal to improve the oral health of its members and the Oklahoma community as a whole. Currently, DDOK controls 50% company market share and 25% individual plan/broker market share throughout the state. DDOK came to VI for digital marketing needs in order to educate, inform and establish the need for dental coverage in the individual/family market.

Objectives:

In addition to increasing the number of overall enrollments for dental coverage in Oklahoma, marketing efforts were focused on generating 80 new enrollments per month in individual/family plans. In doing so, we wanted to keep the cost per new subscriber at or below \$150, which was the approximate cost per new subscriber previously documented.

Strategy:

Our strategy was to position Delta Dental of Oklahoma as the premier resource for dental coverage in Oklahoma. We did this by reaching prospects at all stages of their research and enrollment processes and encouraging them to sign up for or convert to DDOK. We also provided data that will assist in making DDOK's website a more effective sales tool and lead generator.

Tactics:

VI assembled a highly visible digital display and paid search plan targeting users seeking individual and family dental plans. Digital display utilized local and national outlets to serve the ads to prospects in Oklahoma City, Tulsa and statewide. Paid search was recommended to capture individuals actively seeking dental insurance information online.

While Delta Dental already had social media accounts, they were relying solely on organic reach. Social media ads were created for the first time to target and engage with potential members. Due to advanced targeting options, budget was focused primarily on Facebook to create ads

highlighting the benefits of being a DDOK member and to increase awareness of the DDOK Foundation's philanthropic initiatives.

Statistical results of project:

After running the digital display and paid search campaigns for three months, paid search averaged click-thru-rates between 9.33% and 17.73% and cost per new subscriber decreased from the approximate \$150 to \$54.30 per new subscriber with the total number of monthly enrollments averaging more than 120 new subscribers per month.

As a result of their social media efforts, Delta Dental's content has been seen over 1 million times and more than 25,000 people have engaged with the Delta Dental brand since the beginning of 2015. In addition, Delta Dental's fan base has increased by 454% since January 1.

