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Maximize Leads with Location Data Management

✓ Help clients acquire new patients

✓ Manage the local business data for complex multi-locations

✓ Benchmark and prove campaign successes for clients

Executive Summary:

Golden Proportions Marketing (GPM) serves the top 5% of dental practices in North America. The medical industry represents one of the most complex local search management challenges, owing to extraordinarily high proportions of multi-practitioner and multi-location local business listings, as well as a proliferation of accidental duplicate listings.

In their quest to provide best-in-class local marketing services to their medical clientele, GPM chose Moz Local after an unsatisfactory experience with a major competitor. Between September 2014 - September 2016, Moz Local's active location data management delivered an average rise in listing accuracy from 69% to 95% (a 38% increase) and closed 1,300 duplicates across a total of 105 local business listings. Moz Local successfully transformed what would have been an overwhelming manual task into a manageable, automated one, freeing GPM's marketing team up for more creative work.

Agency Profile

GPM is a full-spectrum marketing agency, providing the top 5% of dental practices in the U.S. and Canada with services ranging from print, branding and social media consultation, to call tracking and ROI measurement. GPM's Digital Marketing Project Manager, Jackie Brown, had previously sought local business listing management from another major industry player, but was not satisfied with their dashboard or customer service.

"Dental offices all want more clients but don't have resources internally to focus on learning new ways to get more leads."
— Jackie Brown, GPM

gpm
more than marketing

Challenges Facing Medical Industry Marketers

Inaccurate and duplicate local business listings both misdirect patients and weaken the ability of medical practices to rank well due to search engines losing trust in the validity of the business' data. These negative factors are highly detrimental to an organization's core goal of acquiring new leads.

Jackie Brown summarizes the complexity inherent in the local search marketing of medical professionals:

- Dentists commonly have multiple local business listings on a given platform. They have listings that are for the practice as well as listings for the doctors. It's challenging to maintain a lot of different listings.
- Dental offices have high turnover and past staff are often represented by listings that are still showing up for searches for the practice. Practices are consistently adding new associates or experiencing retirements.
- Duplicate detection and listing management have become a core part of our agency's offering to customers.

In 2014, GPM chose Moz Local as a solution to these common challenges.

The Results

"I really like a lot of the interactive features on Moz Local like Score and Accuracy to show how clients are doing over a span of time."
— *Jackie Brown, GPM*

Across 105 listings, GPM's clients saw a rise from 70% to 89% in their overall score, comprised of listing accuracy, completeness, and claim status. Overall accuracy improved from 69% to 95%.

Average Score	Average Accuracy	Total Listing Reach
84%	94%	1.2K

Average Listing Score

Graph | Map
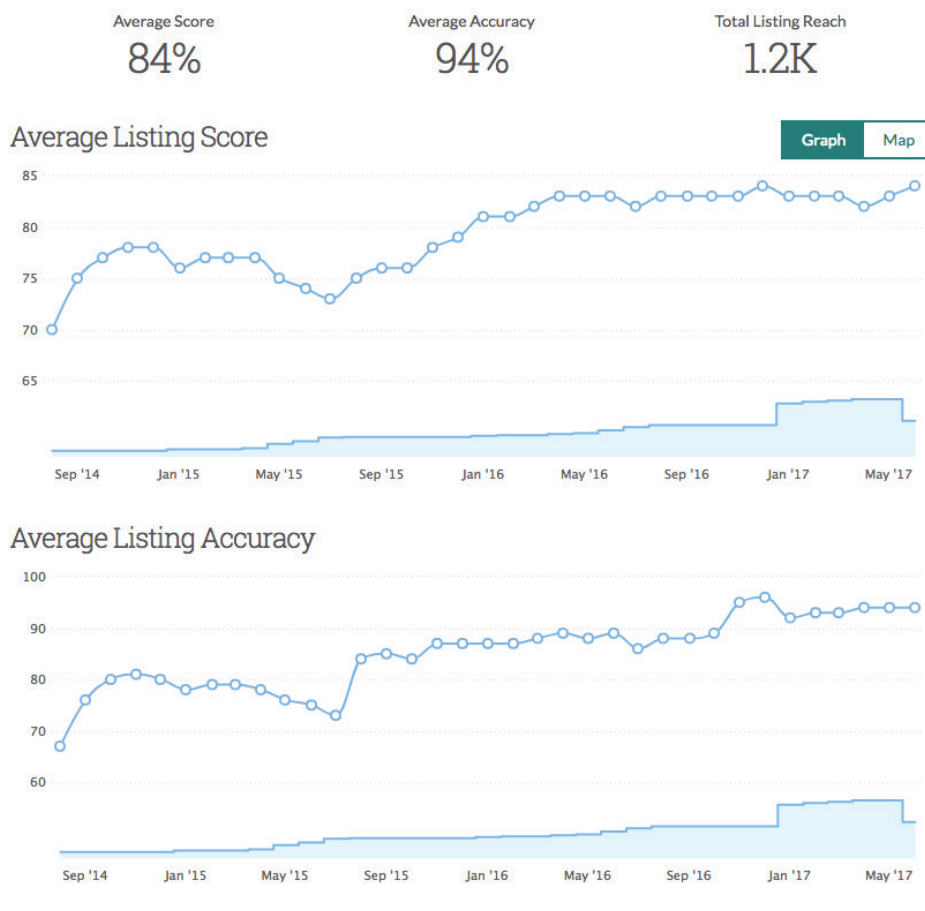
Look at these improvements!

Average Listing Accuracy

Duplicates Status

Partner Show all partners	Open ⑦	Reviewed ⑦	Closed ⑦
Total	554	392	1.2K
Verification Partners	153	--	139
Direct Partners	142	375	849
Indirect Partners	259	--	163

The Moz Local dashboard surfaces duplicate listings across 15 major local business data platforms. This feature has been used by GPM to close out a total of 1,300 duplicate listings, to date.

The increase in listing data accuracy coupled with the reduction in duplicates supports agency and client goals: lead acquisition opportunities increase as patients encounter accurate, managed local business listings.

Conclusion

Marketing agencies serving the medical professions face unusual complexity in managing large numbers of business listings, continual changes in medical practice personnel, and resultant duplicates. Agencies need not only to effectively address each of these management challenges, but also to demonstrate improvements over time to their clients. Moz Local's active location data management approach supports both outcomes, providing value to agencies and clients, alike.

Ready to realize agency and client goals with help from Moz Local?

Please contact **enterpriselocal@moz.com** for more information.

Get started today!

"Moz Local helps show immediate value for our customers. The dashboard is easy to use, and we can quickly monitor listing performance for our clients - it fits perfectly with the other services we provide. Moz helps us specifically point to improvements over time."
— Jackie Brown, GPM

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