

## MEREDITH KANSAS CITY CASE STUDY:

# Showcasing Their Selling Point: How DDS Dentures + Implant Solutions Worked With Meredith Kansas City to Highlight Their Competitive Pricing to the Local Community

**DDS Dentures + Implant Solutions wanted to effectively reach their audience and improve business to become leaders in the dental implant industry. With the help of marketing and advertising with Meredith Kansas City, they were able to succeed as their business further developed, expanded their outreach.**

### **THE PROBLEM:**

DDS Dentures + Implant Solutions started out with some dismay when it came to the number of patients they were acquiring along with the revenue they were getting from their Belton and Kearney locations in Missouri.

What made it even harder for them to grow, even with top-tier services, is their industry is highly competitive. Standing apart from the competition is difficult in any situation.

To help them get ahead and determine the approach they wanted to take to tackle these problems, DDS set some specific goals. Placing emphasis on a patient-centric environment, the team at DDS wanted to delight the patient, educate them on the importance of oral health, provide quality services at prices they could afford, and clearly show how their solutions

could improve their quality of life. They also wanted to develop relationships with patients based on trust, as Mr. Blair Cox, Region Manager of DDS Dentures + Implant Solutions made clear, stating, "We want to be a patient's first thought when they have a pain point."

Ultimately, DDS wanted to help patients love their smiles and come specifically to them to get that perfect grin. Blair Cox knew that one of the best ways to attract new patients was to highlight their affordability. "We want to provide our target audience with the knowledge of our low pricing. It's a big win in our market," Blair Cox stated.

To help showcase their combined dedication to the ideal patient experience and unique affordability, they needed a proven process in place to help them get the results they wanted.

*"We want to provide our target audience with the knowledge of our low pricing. It's a big win in our market."*

- Mr. Blair Cox, Region Manager of DDS Dentures + Implant Solutions



### THE PROCESS:

With their goals in place and the desire to promote their top-tier patient services and price point, the experts at Meredith Kansas City helped put a process in place to meet those goals.

One of the challenges here was trying to connect with audiences that would bring them business to all of their offices, according to Blair Cox.

"We have three locations now in the metroplex, Belton, Kearney, and Gladstone," he said.

The process that worked for them, based on their needs, entailed promoting both their company and offerings on KCTV5/KSMO. This all began with a commercial run that effectively showed what patients could expect on a daily visit. At the same time, the advertisement gave a human face to the business.

"Our first commercial we ever ran was using our doctors and employees," Blair Cox said of the initial run. "We showed a patient going through our facility to showcase the type of patient experience that we offer. It was really well received and patients would comment to staff all the time about seeing them on TV."

Over time, this single successful campaign led to additional ads, which utilized different formats

to touch and expand on different elements.

"Our corporate office later produced more of a cartoon-type commercial that has some really good explanations of our fees and services," Blair Cox stated. "Our price points seem to be a really good driver."

The experienced professionals at Meredith Kansas City helped optimize the campaign to ensure that the DDS team could get the best possible results. Blair Cox explained, "Our original commercial was done through a 3rd party. Meredith Kansas City has helped in editing small changes with pricing and addresses when our locations have changed or we've needed to add additional information."

Today, Meredith Kansas City still helps DDS as the business advertises monthly on KCTV with a cultivated campaign.

*"Our first commercial was really well received and patients would comment to staff all the time about seeing them on TV."*

- Mr. Blair Cox, Region Manager of DDS Dentures + Implant Solutions

**THE RESULTS:**

As their advertising continued and improved, DDS Dentures + Implant Solutions saw excellent results that made their efforts more than worthwhile. These days, Blair Cox and his team enjoy lengthy campaigns that yield consistently great results. Blair Cox elaborated, "We like to follow a marketing strategy for six months to a year before we change. Our current campaign has been going for maybe 14 months, and we are very happy with its success."

Not only were their commercials a resounding success, but they continue to advertise with KCTV because of the reliability and consistent results that the platform offers. "We've used multiple stations," Blair Cox explained, "but we always seem to get the best results with KCTV5."

With Meredith Kansas City backing their campaigns and helping them grow in their industry, DDS was ultimately able to bring in new patients and increase revenue growth in the long-term.

Account Executive Dave Hill's work on the campaign was largely responsible for the success they experienced at DDS. "Dave Hill has been amazing to work with," Blair Cox stated. "He is very responsive and has been a very vital part of our relationship with Meredith Kansas City."

Now a success story, DDS Dentures + Implant Solutions has gone from a business looking to increase their patient count in a competitive industry to a thriving leader that their patients trust.



*"We've used multiple stations, but we always seem to get the best results with KCTV5."*

- Mr. Blair Cox, Region Manager of DDS Dentures + Implant Solutions