

Health Care Solutions

How a top dental service organization increased total lead volume 65% quarter-over-quarter

The Client

- One of the largest dental service organizations in the U.S.
- Serves several hundred practices across eight states

Challenges

Our client needed a marketing program that had a local focus and was unique for each location.

However, providing personalized marketing support for several hundred locations was beyond the expertise and bandwidth of our client's small, centralized marketing team.

Goals

Our client was looking for a strategic digital partner who could :

- Modernize website infrastructure
- Update and optimize localized web presence
- Perform localized paid search
- Decrease patient acquisition cost

Solutions



Corporate Site
UX/UI Re-Design



Custom Site
Architecture



Location
Pages



Search Engine
Optimization



Custom Paid
Search Programs



Custom
Content

Outcomes in First 12 Months

Increased total lead volume by 65% QoQ*

Key Drivers – Launched search advertising campaigns across multiple search engines and outlets for locations. Optimized and maintained Google and Bing listings on behalf of locations.

Increased organic traffic 82% QoQ*

Key Drivers – Developed new device-responsive website infrastructure. Implemented a subdirectory template to support one main location page for each branded location within the corporate domain.

Increased unpaid lead volume 88% QoQ*

Key Drivers – Optimized to corporate and local web pages with best-practice SEO tactics. Employed custom local content and enabled locations to publish custom photos and offers.

*Quarter-over-quarter | Oct '12 – Oct '13