



# Using Relevance and Authority to Gain Attention

## DENTIST OFFICE CASE STUDY

### MARKETING CAMPAIGN GREW THE CLIENT'S ROI BY MORE THAN 5X

In this case study, as part of Advance Healthcare, our Pennsylvania team used a combination of Search and Social Media to drive patients to a dentist office. This dental practice change hands and wanted to prepare for the transition of patients. Our client understood that engaging these patients through an effective marketing campaign was a critical step.

The plan started with a website optimized for use in mobile, and the addition of a pay per click campaign. After developing a purposeful keyword plan to attract new patients, the team used best practices to design a high return bidding strategy. Over time, this shifted prospects into long term, satisfied patients. Along the way, client engagement and recommendations have been critical to our strategy.

#### PERFORMANCE RESULTS

In addition to offering business referrals for our team, the practice has:



**88%**

INCREASED  
PHONE  
INQUIRIES TO  
THE OFFICE



**900%**

RETURN ON  
INVESTMENT  
IN A SINGLE  
MONTH



**23%**

INCREASE  
CLICK  
THROUGHS  
FROM SEARCH



**5X**

SURPASSED  
ROI FOR THE  
CAMPAIGN

