Evidence-Based Digital Marketing for Dental Practices

How We Grew a Practice by 143 Patients in 90 Days
overview

THE FOLLOWING CASE STUDY WILL:

• Showcase the results we've achieved through digital marketing with a local dental practice - in the first 90 days.

• Outline strategy & tactics that may address the frustration and dissatisfaction with your current marketing efforts.

• Give you an opportunity to formulate and ask questions about how you could better market your practice.
Let's get right to the point, shall we? In this case study, Canopy Media delivered **5860%** return on marketing investment (ROI).

The following results were delivered over a 90-day period between September 1 and November 30, 2016.

* Please note that digital marketing results will vary.

** But evidence-based digital marketing is measurable - unlike any other form of marketing. You’ll know within 180 days if what we’re doing makes a difference to your bottom line.
143

NEW PATIENTS IN FIRST 90 DAYS
64

Recorded Phone Calls Through Tracking Number
BOOK AN APPOINTMENT

Request an appointment by filling in a few details. Then click ‘Send My Request’.

Just want to talk to someone? Call us at (705) 444-1500. We always pick up the phone during business hours!

*Please note this is a request only. We’ll get back to you ASAP – we always say ‘within one business day’. But we’re a very “connected” office, so it’s almost always MUCH faster than that!

REQUEST YOUR PREFERRED DATE

Name

Email

Phone

Preferred Date

yyyy-mm-dd

Preferred Time Of Day

- 8am - 12pm
- 12pm - 5pm
- After 5pm

Message

Send My Request

I'm not a robot

reCAPTCHA
We knew the impact that social media and online marketing could have for a business. It was time for our business to grow so we searched for a company that was able to use digital online marketing strategies to generate leads that in turn would lead to new patients.

Canopy Media not only delivered everything that we asked for but did so with results that were off the chart. We are now receiving more phone calls from our online presence because of their marketing campaign.

Their team was able to identify marketing issues within our organization and tactically address them in a short period of time.

Although I know there is lots more to to learn, I feel I have a better understanding of how digital online marketing works and how we can use the internet to grow our practice.

High five guys! We can't wait to see what happens next!

- Google My Business Review
102% Increase in Website Conversion Rate

50% Increase in Number of Conversions

200% Increase in Rate of General Inquiry
24% INCREASE IN TRAFFIC TO WEBSITE

15% MORE TIME SPENT ON WEBSITE

10% DECREASE IN WEBSITE BOUNCE RATE
the strategy

- **Discovery** - Ask questions. Listen & learn about YOUR business. Find out what success looks like for you. Define KPIs.

- **Planning** - Create a customized plan. Get approval from you and your team for delivery. Optimize your chance of success.

01 Discovery

What problems were we called in to solve?

- Current 'website guy' was totally unresponsive to their needs. *Was this normal?*

- Marketing strategy lacked direction, was difficult to plan & execute. *Could this be easier?*

- They weren't sure how to successfully market their practice. *How much should they be doing?*
02 Planning

*How did we make a difference to our client's marketing?*

- Provided information useful for decision-making about marketing efforts
- Introduced the concept of higher levels of accountability in evidence-based marketing
- Created a well-researched plan and tactical guidelines for generating new patient leads
03 Tactics

What strategy & tactics did we suggest?

- Create a highly-targeted & professional Paid Search campaign with ongoing monitoring

- Create relevant and engaging content. Syndicate through the internet to drive increased targeted traffic to website

- Implement best practices & regular website improvements to increase conversion rate
04 Summary

Why is this valuable to our client?

- At an average customer lifetime value of $5K, we've delivered $715,000 in profit in 90 days.

- Website Improvements and Paid Search should continue to deliver leads at a high rate.

- Internal improvements in lead management have further increased value of lead generation efforts.
THANK YOU!
(WE KNOW YOUR TIME IS VALUABLE...)

Next Steps?
613-968-0123
CANOPYMEDIA.CA