

CASE STUDY FALL 2016

Evidence - Based Digital Marketing For Dental Practices

HOW WE GREW A PRACTICE BY
143 PATIENTS IN 90 DAYS

canopymedia

ONLINE MARKETING AND COMMUNICATIONS

WSI Certified Digital Marketing Agency



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.

A photograph of a dental office. In the foreground, there is a dental chair and a large orange banner with the text "the results" in white. In the background, there are dental cabinets, a mirror, and a doorway leading to another room.

the results

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

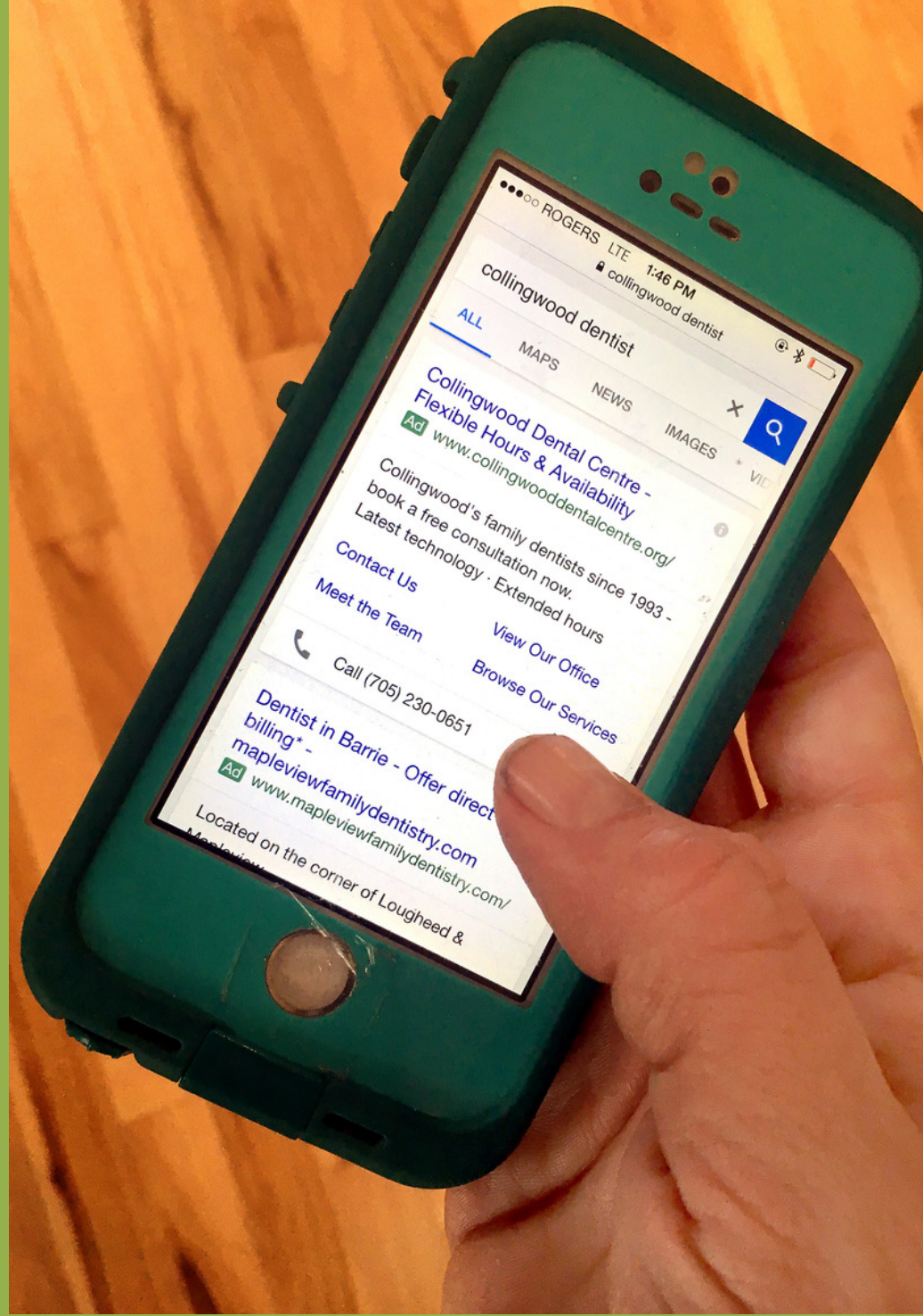
NEW PATIENTS
IN FIRST 90 DAYS

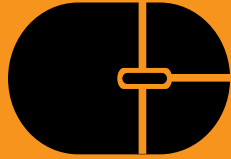




64

RECORDED PHONE
CALLS THROUGH
TRACKING NUMBER





23

NEW PATIENTS FROM
FORMS ON THE WEBSITE

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

Preferred Date

Preferred Time Of Day

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



I'm not a robot



reCAPTCHA
Privacy - Terms

Send My Request



DR. ZAIN SAIGAR
COLLINGWOOD DENTAL CENTRE

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 practise.

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



COLLINGWOOD
DENTAL CENTRE

BOOK A COMPLIMENTARY DENTAL CONSULTATION

[Like](#) [Share](#) [0](#) [Tweet](#) [Pin it](#) [Share](#)

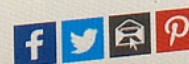
Request a complimentary dental consultation by filling in a few details. Then click 'Schedule My Free Consult'.

WHY IS A CONSULTATION VALUABLE?

- **Meet** our friendly **staff** and team of **dentists**
- **Get answers** to your questions
- **Get information** you need
- **Get comfortable** in our office
- It's **free** and only takes **20 minutes!**

Just want to talk to someone? Call us at [\(705\) 444-1500](tel:7054441500). We always pick up the phone during business hours!

**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!*



24%

INCREASE IN TRAFFIC
TO WEBSITE

15%

MORE TIME SPENT
ON WEBSITE

10%

DECREASE IN WEBSITE
BOUNCE RATE

Bounce Rate
-9.26%
62.58% vs 68.97%

Avg. Session Duration
14.63%
00:01:25 vs 00:01:14

Pages/Session
6.30%
1.95 vs 1.83

Page Views
32.78%
1,904 vs 1,434

Users
12.24%
743 vs 662

Sessions
24.90%
978 vs 783





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.
- Tactical Implementation - Get moving. Create incremental improvements through ongoing monthly marketing campaigns. Measure - Report - Adjust - Repeat.



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

A photograph of several small green seedlings with two leaves each, growing out of dark brown soil. The image is positioned in the top-left corner of the slide, partially overlapping the orange background.

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.

A person wearing a grey sweater is shown from the chest up, looking down at a smartphone held in their hands. The background is a bright, out-of-focus indoor setting.

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THANK YOU!

(WE KNOW YOUR TIME IS VALUABLE...)

Next Steps?

A large, thick orange arrow that starts as a curved line pointing from the 'Next Steps?' text and then points straight down towards the contact information.

613-968-0123
CANOPYMEDIA.CA