



CASE STUDY:

How One Practice is Getting Nearly Half of Their New Patients from Their Website

smileMARKETING
New Patient Dental Websites

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The Challenge

Dr. Michael Chong's old website was not converting visitors into patients. His site was poorly optimised for search engines and his design and content did not encourage prospective patients to learn more about his practice, Image Dental. This caused frustration, as the promises of other marketing companies were never delivered. Dr. Chong's former website lacked a strategy and cohesive plan to drive *qualified* traffic that turned into patient appointments.

In addition to their practice website, Image Dental was running Pay-Per-Click (PPC) campaigns, but saw little return on their investment. While Dr. Chong saw the potential for a high return with PPC advertising, his campaigns were not optimised for attracting new patients.

As a result, he partnered with Smile Marketing to attract and convert new patients through a **comprehensive** digital strategy. This strategy consisted of a revamped website design, a content marketing plan that included an eBook to nurture website visitors into new patients, and a new PPC campaign designed to attract his ideal patient.



When I call or email Dr. Chong he sometimes takes days to get back to me. When he does, he'll often say that he's been so busy with new patients... and that's Smile Marketing's fault! Dr. Chong is an exemplary client and we're so delighted to see him achieving his practice growth goals.

~ Smile Marketing Co-founder, Stephen Anson

The Process

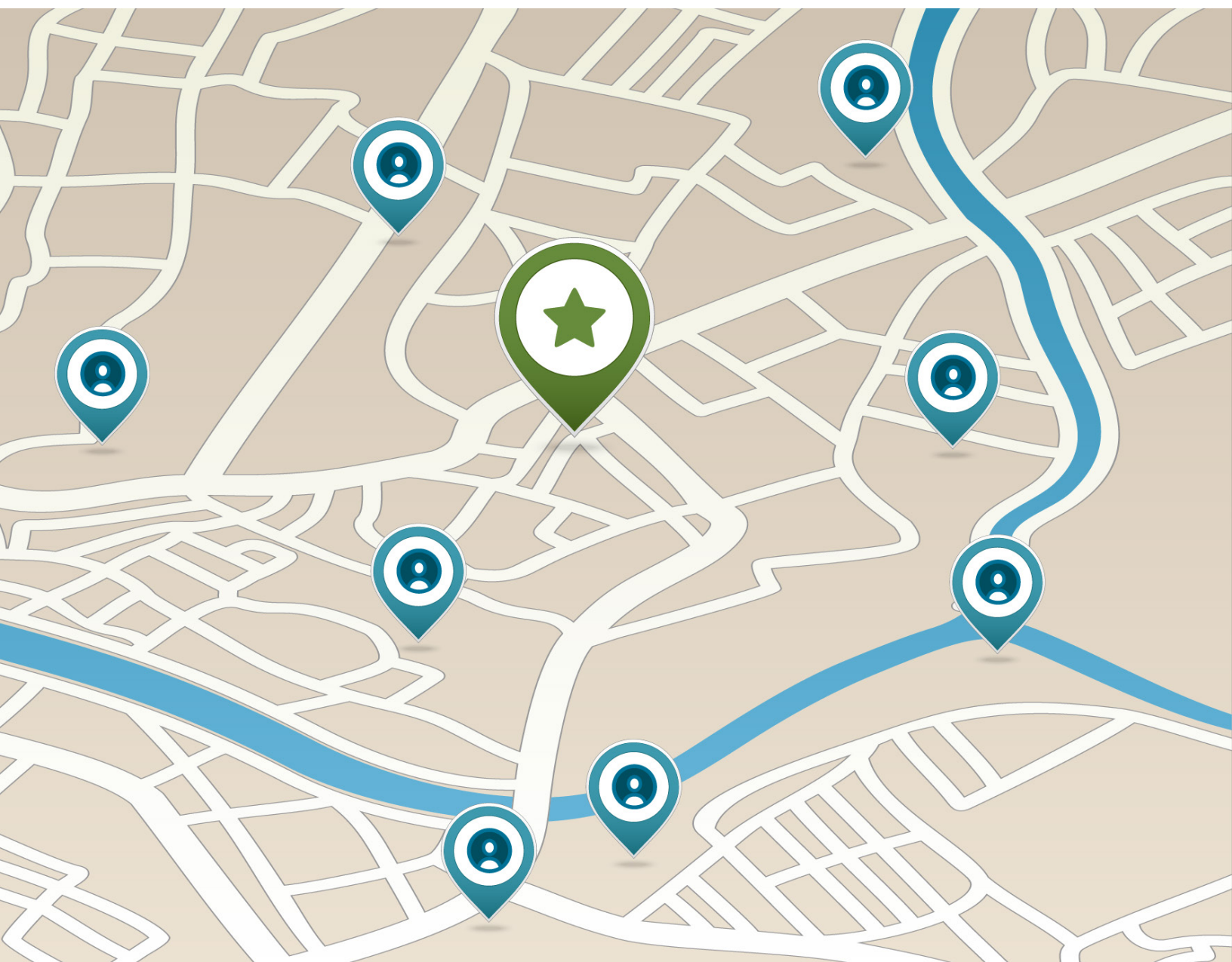
Creating the New Website

Website development began with a content interview, which included learning about Image Dental's services and the philosophies that support Dr. Chong's vision. This 45-minute telephone interview enabled us to learn about the practice and its personality so we could speak to their target audience. In doing so, our professional writing team turned the interview recording into persuasive text that is now converting website visitors into reception room patients.



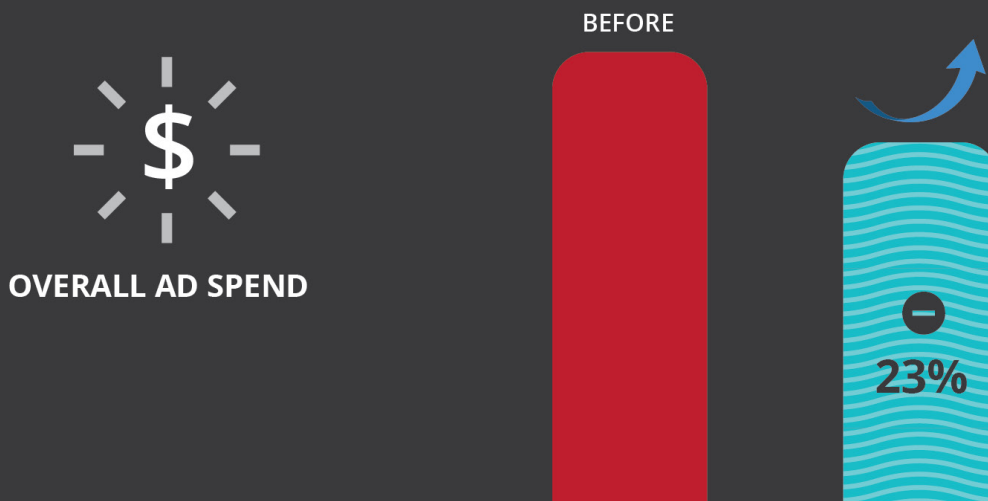
Enhancing SEO

Following a competitive analysis, our SEO team was able to determine how to best position Image Dental in their local jurisdiction. The Smile Marketing content and design teams then developed a practice website that was crafted specifically to attract and convert Image Dental's *ideal patients* - wellness-oriented patients who live or work within 20 minutes of Dr. Chong's practice.



Improving PPC

After analysing Image Dental's existing PPC campaigns, we optimised their advertising strategy to better target their ideal patient. By consolidating their campaigns we **increased the click-through-rate by 413%** while **reducing overall ad spend by 23%**. In addition to making their campaigns more cost-effective, we narrowed the audience by using more targeted keywords. This allowed us to attract more relevant, patient-ready site visitors.

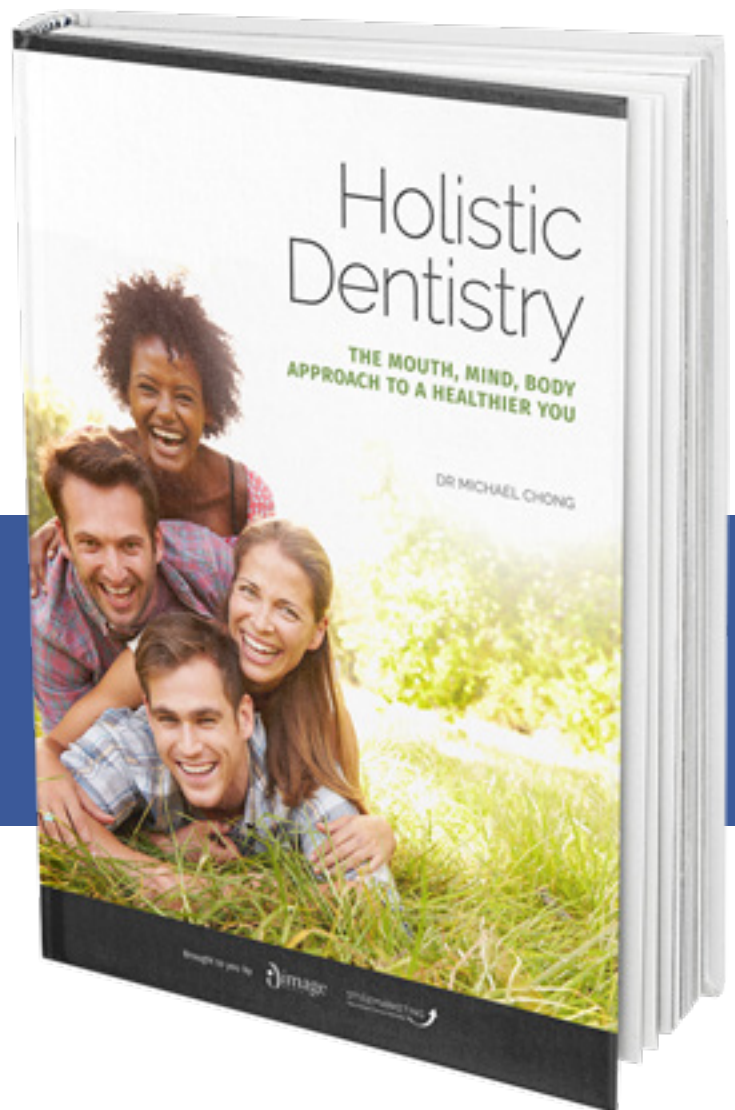


Facebook Campaigns

To turn Dr. Chong's dental expertise into a marketing strategy, our writing team created an eBook that outlines the principles of holistic dentistry. We used Facebook campaigns to drive traffic to his eBook, which users could download for free. By giving their name and email, prospective patients gain instant access to educational content and the doctor builds his prospective new patient list.



facebook
CAMPAIGN



Content Marketing

As an active blogger, Dr. Chong's content engages visitors by offering valuable information about oral health. In explaining his gentle, natural approach to dental care, Dr. Chong has helped inspire readers and nurture them into patients. This nurturing process allows him to qualify patients, educate them, and prepare them for their experience at Image Dental.



The Success

Dr. Chong embraced our recommendations to incorporate more education and personality into his new patient-centered website. As a result, the new Image Dental website is gaining significant traffic and converting digital visitors into real-life new patients.

Below are the 90-day results from December 2015 to February 2016:



website
visits



new
patients



eBook
downloads



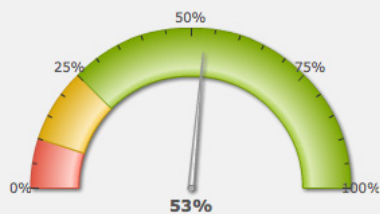
of these new patients
came from the website

**46% of all new patients in the last 90 days
were converted from the practice website!**

Dr. Chong wasn't just interested in the number of visitors to his website. He wanted to know *how many* of those visitors turned into *new patients*. Using Smile Marketing's [New Patient Tracker](#), Dr. Chong is able to track the relevant metrics that determine patient growth - giving him the name of each new patient and the source in which they originated from. In doing so, he can validate his website's performance on an ongoing basis and see the return on his investment.

New Patient Tracker

Website Conversion Rate (all time)



Percentage of all new patients who visited your website before commencing care.

Recent Activity (Last 90 Days)

New Patient Subscribers Added	86
New Patient Website Conversions	46
Website Conversion Rate	53% Trending Steady

Summary of Results

In the last 90 days, your practice has added 86 new patients as website subscribers. The New Patient Tracker found a match with 46 new patients who visited your website before commencing care. This means that 53% of your recent new patients were converted by your website compared with your practice's all-time website conversion rate of 53% (see left side dial).

Whether it's through a search engine, review site, referral, or other online channel, the New Patient Tracker shows Dr. Chong exactly where his new patients are coming from and which pages of his site are inspiring them to schedule their first appointment.

Dr. Chong's Thoughts

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We've tried many marketing solutions and companies, but Smile Marketing is experienced and they follow up calls. They gave us value through their experience. They're well positioned based on what they offer. We've done well with them.

In partnership with Smile Marketing, Dr. Chong is equipped for long-term growth. Revealing the tone and focus of Image Dental has enabled him to advance the branding of his practice. His patient-centered website gives him a reliable avenue for increasing his new patient reach with a platform that continually nurtures web traffic into new patient revenue.