



G R O V E
Dental Group
grow with us!



The Problem:

Grove Dental Group has a strong brand and has been providing dental services for over 40 years. Grove Dental Group wanted to grow the practice and add additional services such as orthodontics, implants, etc. Practice President, Dr. Jeff Grove, DMD, knew there was an opportunity to increase new patient appointments for dental and orthodontic services. Grove Dental Group did not have an in-house marketing department, the marketing expertise or the capabilities to increase new patients. Dr. Jeff knew that he needed a marketing team to help achieve the business goals of 180 new patients per month.

The Challenge:

Grove Dental Group identified several challenges they needed to be addressed by DaBrian Marketing Group:

- How to increase the monthly number of new patients?
- How could Grove Dental Group establish metrics to determine what existing marketing efforts were working and what efforts were falling short?
- How could Grove Dental Group integrate new digital marketing approaches to increase their number of new patient appointments while remaining profitable?
- What marketing tactics should Grove Dental Group utilize to best attain (and exceed) their marketing and financial objectives?
- How could Grove Dental Group get started with digital marketing campaigns, create a coherent schedule, and prioritize resources?

The Solution:

Dr. Jeff knew that the primary opportunity for growth was in online new patient appointments and referrals. Because in-house marketing resources lacked the time, expertise, and personnel, Dr. Jeff turned to DaBrian Marketing for a solution. Dr. Jeff knew the team at DaBrian Marketing and was aware of its ability to deliver digital marketing campaigns to improve online appointment setting. As a result, Grove Dental Group hired DaBrian Marketing to develop digital marketing campaigns to meet his challenges in 2016.

Based on the monthly new patient appointment goals, DaBrian Marketing Group developed a digital marketing strategy with campaigns focused on services they provide. We also programmed the old website in WordPress to increase website traffic and improve the user experience. We also updated several pages on Grove Dental Group's website to track the number of new patient appointments.

Next, DaBrian Marketing launched campaigns to increase awareness and to generate new patient appointments. This was done by using Organic Search (SEO), Paid Search Advertising Social Media, and remarketing campaigns. These efforts were complemented by the promotion of dental and orthodontic services, the creation of content relevant to potential Grove Dental Group customers, and post the content strategically on the Grove Dental Group's social media platforms including Facebook and Twitter.

DaBrian Marketing Group was the essential partner for designing and executing Grove Dental Group's marketing tactics, tracking campaign performances, and increasing new patient appointments.

The Results:

Immediately, Grove Dental Group was seeing results from the DaBrian Marketing Group lead generation strategy. After 60 days, the initial month-end report demonstrated positive results. Grove Dental Group ranked well in search engine results for targeted keywords, website traffic increase, and users were converting into more new patient appointments - delivering higher revenues. Specifically:



Within 2 months, New Users increased by 152.04% when compared to the previous time period



New Requests for Appointments increased by 117.31% when compared to the previous time period



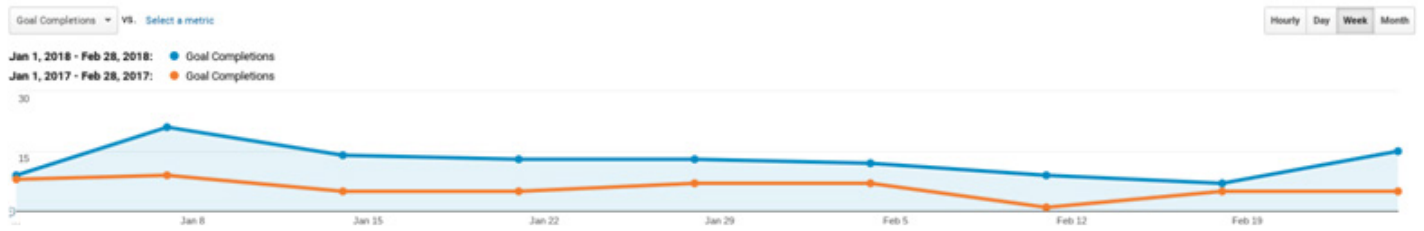
Appointment value increased by 117.31% when compared to the previous time period



New Patient Appointment Calls increased by 100% when compared to the previous time period

These initial improvements formed the foundation for increased new appointment growth over the months which followed, as evidenced by the following Appointment & New Patient Calls graphics:

New Appointments



About Grove Dental Group

For over 40 years, Grove Dental Group (formerly Wyomissing Dental Associates) has been providing comprehensive dental care in a relaxing, family-oriented environment. They are known in the Wyomissing community for treating patients, not only with the highest quality of care, but with the honesty and respect they deserve. It is always their goal to create harmony between function, health, and beauty.