

Case Study: **Dental Practice**



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(512)-580-9043

Overview

In our collaboration with Hero Way Dental Care, a local dental practice, we addressed the distinct challenges of healthcare marketing, and brought tangible improvements to our client's position within the highly competitive dental space.

The dental industry, as part of the healthcare field, is characterized by its policy challenges on digital ad platforms, and is subject to stringent local and federal regulations, such as HIPAA laws. This demands a tailored approach to digital marketing by an agency familiar with proper policy and procedure in healthcare. Our strategic focus encompassed various facets, with our priority being adherence to regulations and industry standards, and our brand message centered around fostering the perception of the brand as reliable, customer-focused, classy, efficient, and trustworthy.

In recognizing the paramount significance of online visibility, we strategically harnessed Search Engine Optimization (SEO) to augment our client's digital footprint. By meticulously optimizing website content, meta tags, and implementing localized SEO strategies, we propelled the dental practice to the forefront of search engine results and Apple / Google maps results, ensuring enhanced visibility among local individuals actively seeking dental services. We also implemented advanced audience definition techniques on Facebook and Instagram ads in order to target users that recently moved to the area within 6 months, and therefore would be in the market for a new dental provider. Additionally, we designed, printed, and distributed a direct mail marketing campaign to bring local residents into the practice, and direct them to the website with trackable QR codes..



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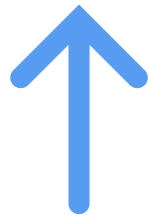
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Objectives

- Elevate the dental practice's online presence through targeted SEO strategies, ensuring increased visibility on search engines and attracting prospective patients actively seeking dental services.
- Deploy a vertically integrated marketing campaign: direct mail post cards with trackable QR codes, Google Search ads, Facebook and Instagram ads, all fully integrated with proper tracking and attribution.
- Enhance the website's user interface design, loading speed, ADA compliance, SEO, and aesthetics.

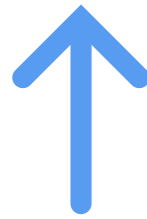


Key Results



60%

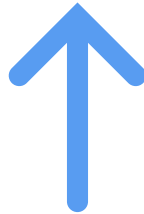
Website content views increased by 60%, average user retention increased by 35%



28%



Increased direct mail offer acceptance by 28%



77%



+77% Increase in front-page search presence on niche keywords such as "dental care near me"



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Conclusion

In conclusion, our collaboration with Hero Way exemplifies Rotation Direct's commitment to tailoring digital marketing strategies to the specific needs of each industry. By prioritizing online visibility, engagement, and conversion optimization, we not only met but exceeded the objectives set forth. The enhanced key metrics underscore the success of our approach, showcasing tangible and measurable results that positively impacted the client's bottom line. This case study serves as a testament to Rotation Direct's proficiency in navigating diverse industries and delivering exceptional value through strategic digital marketing initiatives.



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