



New Dental Patient

case study

A Google Adwords client success story

FALL 2017 | ELEVATE ADVERTISING
WHYELEVATE.COM

The Client

ONE OWNER - THREE DENTAL LOCATIONS

Serving the Northern California and Roseville area

FACTS:

- Family owned and operated
- Specializing in General, Cosmetic, Family & Emergency Dentistry
- Three different names, three different locations
- Also targeting Orthodontics and Pediatric Dentistry



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The Problem

- **HIGH ADVERTISING SPEND, WITH UNKNOWN RETURN ON INVESTMENT (ROI)**
- **BAD REVIEWS**

A common problem for many businesses, our client didn't know their advertising return on investment. They were spending thousands of dollars without knowing if their advertising efforts were helping their business grow. Bad reviews on their sites didn't help their cause.

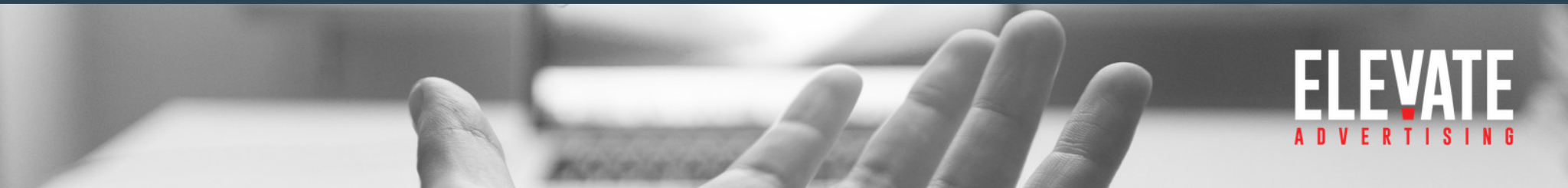
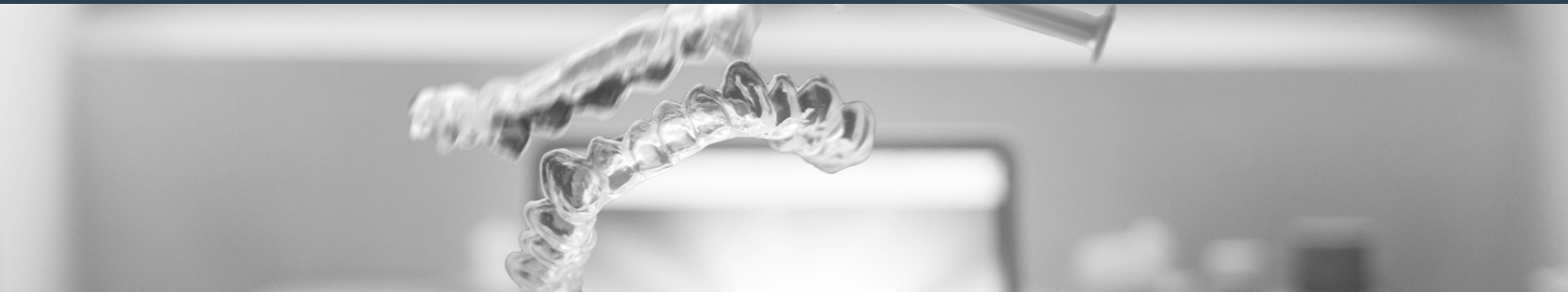


The Solution

HONEST MARKETING - REAL TRACKABLE ADVERTISING METRICS AND COMPLETE OPTIMIZATION OF MARKETING CAMPAIGNS WHILE LOWERING AD BUDGET

INCREASE REVIEWS - PROMOTING, REPURPOSING AND SYNCING POSITIVE REVIEWS TO BE SHARED ON ALL MAJOR REVIEW SITES

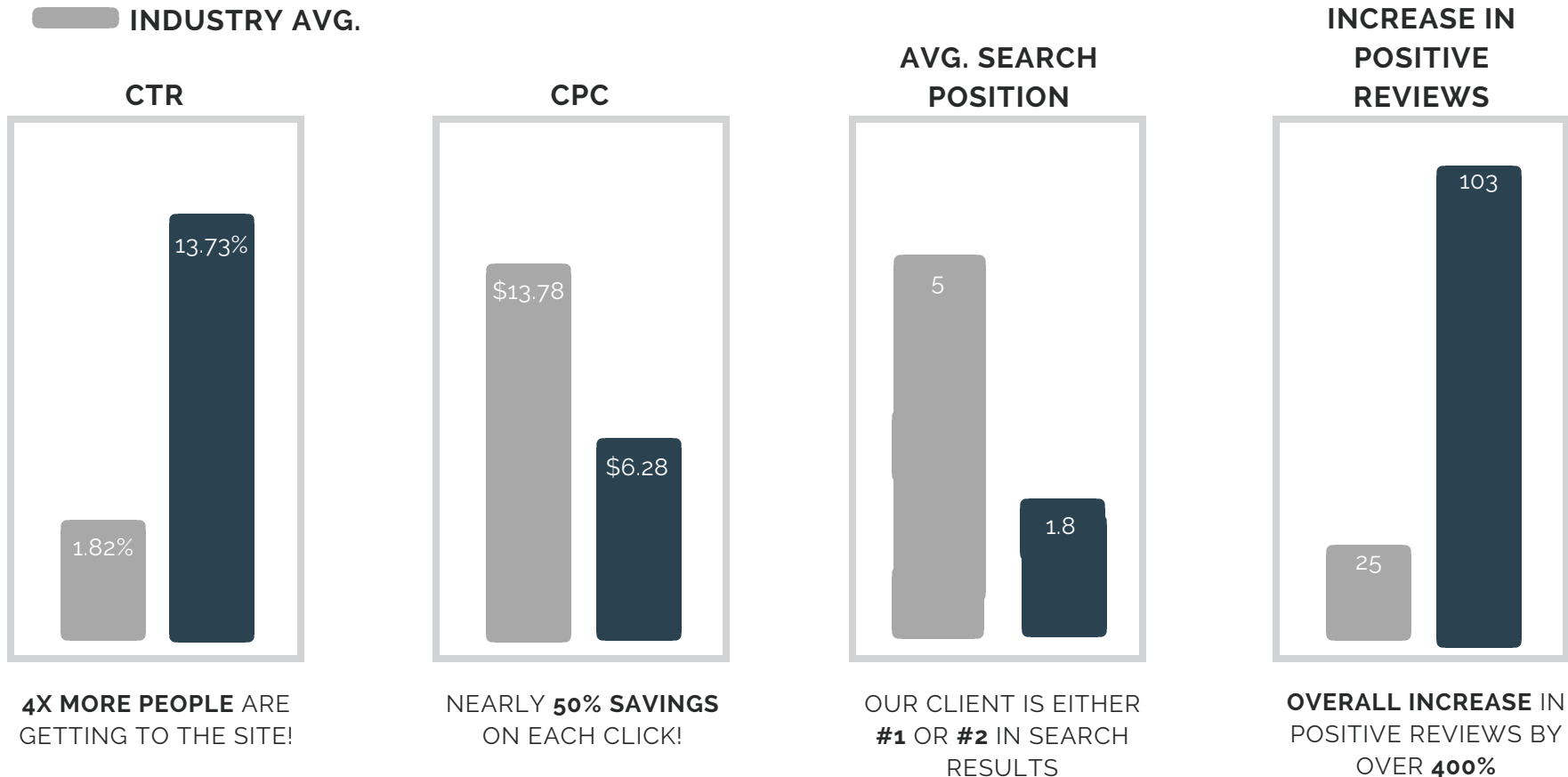
INCREASE PATIENT RETENTION - CREATED CAMPAIGNS TO ENGAGE WITH CURRENT PATIENTS RESULTING IN MORE VALUE AND BETTER RETENTION RATES



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Metrics compared to Dentist Industry Avg. (Google Adwords)

■ OUR CLIENT'S AVG. PER LOCATION RESULTS
■ INDUSTRY AVG.



CTR = CLICK THROUGH RATE
CPC = COST PER CLICK
ALL STATS BASED ON MONTHLY AVERAGE

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25

AVERAGE MONTHLY NEW
PATIENT VISIT INCREASE

ALL FOR UNDER

\$1,000/mo

Let's improve your ROI.

We look forward to providing you with transparent and trackable metrics to help transform your advertising dollars into your business growth.

[WHYELEVATE.COM](https://www.whyelevate.com)

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