

Enhancing Lead Generation for a Metropolitan Dental Clinic

About the Client

A local dental clinic located in a bustling urban area, specializes in family dental care, pediatric specialties, and preventative screening for overall oral health.

Solution Impact & Ongoing Optimization

The targeted nature of PPC advertising allowed us to efficiently use the advertising budget, achieving an impressive ROI that justified the initial investment.

By carefully selecting keywords, crafting engaging ads, and optimizing landing pages, we were able to significantly increase visibility, attract new patients, and increase revenues. This case study serves as a testament to the effectiveness of PPC advertising in reaching and engaging potential customers in the competitive retail market.

We closely monitored performance metrics, such as click-through rates (CTR), conversion rates, and cost-per-acquisition (CPA), making real-time adjustments to improve outcomes.

CHALLENGE

The primary pain point was the difficulty in generating sufficient leads to expand their patient base to allow for business expansion.

SOLUTION

After a thorough analysis of the client's target market and existing marketing efforts, a Pay-Per-Click (PPC) advertising campaign was the optimal solution to overcome their lead generation challenges and aligned with their budget and resources.



Keyword Research

Identifying high-intent keywords that potential patients would search during their journey to choose a dentist



Ad & Landing Page Copy

Crafting compelling copy with unique selling points to guide visitors smoothly towards booking an appointment



Audience Targeting

Focusing on geographic targeting to reach potential customers within a specific radius of the clinic



Maximizing Budget

Setting and adjusting bids to maximize return on investment (ROI) while staying within the client's advertising budget

BENEFITS

Three months into the campaign, once fully optimized, our client experienced a significant increase in lead generation and revenue.

1

Increased Inquiries

The campaign brought a **40% increase in online inquiries**, mainly appointment requests.

2

More First-Time Appointments

Initial consultation **appointments increased by 30%**; the effects of this are immeasurable due to ongoing care.

3

Improved YoY Revenues

The increased exposure lead to an overall **25% boost in revenue**, allowing the clinic to expand and grow to serve more patients.