



# Dental Implant Center

Healthcare / INDUSTRY

/ LOCATION

/ DDS

## BUSINESS IMPACT

**Doubled New Patient Consults** 

more than doubled its new patient initial consults during its marketing campaign with Express-News.

**600% Increase in Print Call Volume** 

Seasonal print advertisements in the Express-News Sunday edition drove significant spikes in call volume.

## OVERVIEW

### Business Challenge

prides himself on delighting patients through his highly personalized care and less invasive approach to dental implants. When it came to getting the word out about this innovative approach, he felt the television commercials and other outreach programs his dental practice was paying for were not bringing in enough new patients.

needed a new marketing plan to help promote his dental practice to the right type of audience that could become lifelong patients of his practice.

### Campaign Strategy

Express-News worked with to refine the characteristics of his ideal patient and developed a strategy to target them with the right marketing channels, including print, display and native advertising. Sequencing also played a key role, with Express-News Sunday inserts running in the fall to boost awareness during peak season and amplify the practice's digital campaign. A modern website and listings on local reviews sites were also added to ensure the practice's reputation shined through to prospective patients.

## PRODUCTS

  
PRINT  
ADVERTISING

  
NATIVE  
ADVERTISING

  
SEARCH ENGINE  
OPTIMIZATION

  
PAID SEARCH  
MARKETING

  
WEBSITE  
DESIGN

  
EMAIL  
MARKETING

  
SOCIAL MEDIA  
MARKETING

  
REPUTATION  
MANAGEMENT

  
MARKETING  
AUTOMATION

# CAMPAIGN ELEMENTS

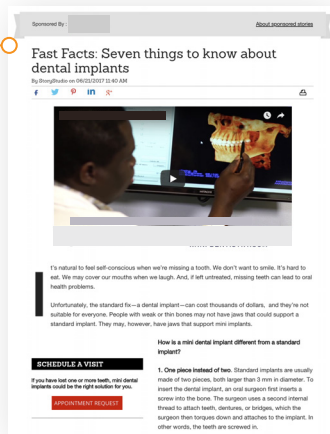
## Print Advertising

Print ads were featured in a promotional campaign with thoughtfully crafted messaging - including a compelling offer and educational-themed copy. The result was an average of 114 calls per month during the fall months, which represented a significant increase from the prior year.



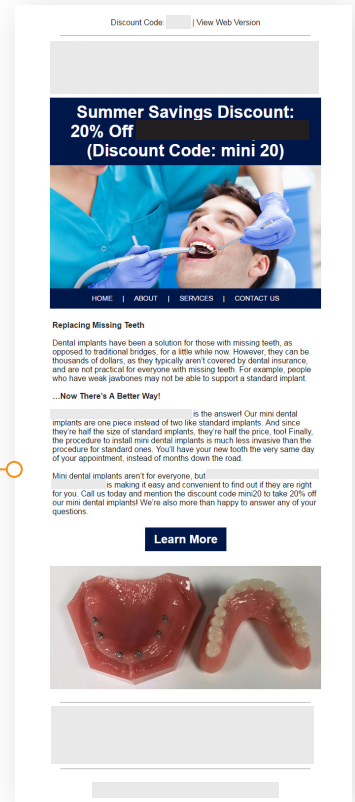
## Native Advertising

was empowered to tell their story and educate the local community about their unique approach to dental implants in an editorial-style ad placement on mySA.com. Featuring custom illustrations and video tutorials, their story was distributed on a network of partner sites targeting their ideal patients.



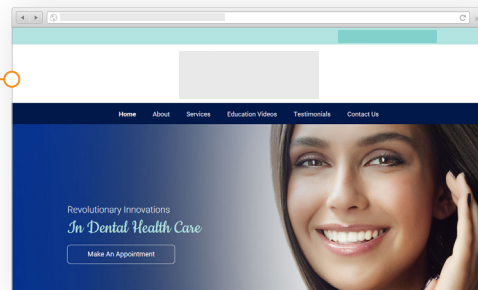
## Email Marketing

Email campaigns designed to highlight seasonal promotions were scheduled throughout the year to target over 50,000 local consumers that fit's ideal patient demographics.



## Website Design

A professional website was designed to simply and powerfully showcase the benefits of's approach. It featured video testimonials, patient reviews, online chat and more to help turn curious browsers into scheduled appointments.



**“My marketing promotions through print and online services with the San Antonio Express-News more than doubled our monthly patient traffic and new-patient consults. We couldn't be happier with the results!”**