



Case Study

The \$4 Million Dental Practice Marketing Plan

How one practice went from zero to 500+ new patients in one year

*Note: The Dr.'s name and practice name have been changed to protect the identity of the practice. However, all information in the case study is real and verified.

S K Y S T O N E
Marketing



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BACKGROUND

One of Skystone's recent dental clients, Dr. Smithsburg sold his struggling practice in Utah and decided to start over at a new location. While Dr. Smithsburg did have some background in marketing using traditional methods like Groupon, Yellow pages and direct mail, he contacted Skystone Marketing with hopes of increasing his practice revenue and retaining existing clients.

Dr. Smithsburg was certainly not disappointed either, with over \$4 million in first year revenue, thanks to Skystone's comprehensive marketing and advertising strategy. With the help of Skystone Marketing, Dr. Smithsburg was able to generate substantial revenue, grow his patient base and retain existing patients.



What Were the Results?

The crew at Skystone explained to Dr. Smithsburg that the highest return on investment (ROI) would come from a comprehensive approach that included state of the art web design, solid optimization of practice listings (SEO), staff and office optimization / training and a new contact relationship management (CRM) approach. Each concept would be closely monitored, optimized and measured with metric reports available throughout the campaign. This is the case study of Smithsburg Dental.

Initial Results

On the very first day of having his website live, new customers were calling Dr. Smithsburg to learn of his practice. Skystone, however, noticed that the doctor's staff were only converting around 20% of the phone calls into bookings, so staff training was provided to better explain how to acquire these customers. After training, the overall conversion rate increased to 60%.

Long Term Results

One year after Skystone started handling Dr. Smithsburg's marketing needs, the dental practice had amassed over 20,000-page views, \$4 million in annual sales and a total of 1,2000% total ROI. The optimization and marketing efforts are still paying off to this day with an annual average double-digit practice growth rate.

RESULT VS. OTHER MARKETING

Return on Investment Results for Year 1:

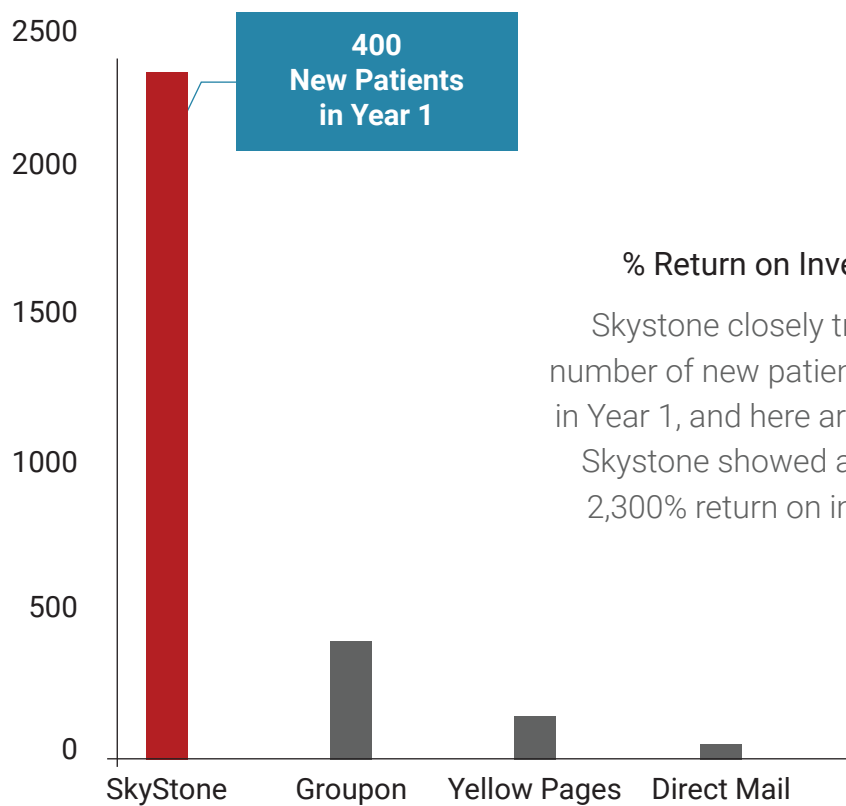
MEDIUM	NEW PATIENTS	COST/PATIENT	REV/PATIENT	ROI%
Skystone	400	\$40	\$1200	2300%
Groupon	100	\$100	\$500	400%
Yellow Pages	75	\$200	\$500	150%
Direct Mail	84	\$314	\$500	59%

Internet Results

- Traffic & leads through the internet beginning day 1.
- Ranking of secondary terms within 5 months.
- Ranking for primary "city + dentist" within 10 months.
- 20,000 page views first year for brand new practice.
- Google Page #1 ranking in 5 months.

RETURN ON INVESTMENT RESULTS

Return on Investment Comparison



% Return on Investment

Skystone closely tracked the number of new patients that came in Year 1, and here are the results. Skystone showed a whopping 2,300% return on investment.

OBJECTIVE

To help a new dental practice gain better visibility, higher organic search results and ultimately new patients through comprehensive marketing.



*"We are seeing a MAJORITY of new patients through the internet. We've been ranking high almost since day one with Skystone, which has led to **significant** patient flow."*

Dr. Smithsburg

HOW IT WAS DONE?

Since Skystone Marketing focuses specifically on dental practices, Skystone was able to provide Dr. Smithsburg with numerous insights about his potential customers and how they find a dentist.

These insights were especially important since Smithsburg Dental was a new office with little existing customer base or web presence; results had to be delivered almost immediately.

Here are several of the key tactics that made this success possible.

Inspirational Web Design Features

The main key to any popular website is to start with design elements that “wows” and then add just the right touches of functionality and optimization. Since Skystone knew that most of Dr. Smithsburg’s patients would be accessing his website from their smartphones, Skystone created a responsive layout that displays perfectly on any digital device. Skystone also kept the navigational menus pretty straightforward so consumers could quickly access the information that they were looking for.

Business Analysis & Keyword Research

By analyzing Dr. Smithsburg’s competitors and analyzing their data, the Skystone team was able to quickly determine several unique opportunities to gain new customers. What many of Skystone’s competitors fail to realize is that the research part of a campaign can have a profound effect on results, which is why Smithsburg Dental began seeing traffic on the very first day that their website was launched.

HOW IT WAS DONE (CONT'D)

On-Page SEO & Local Optimization

Additionally, the extra efforts in the research stage allowed Skystone to know exactly who Dr. Smithsburg's ideal patient was, which is why the content was catered to a more high-end clientele. This not only allowed local consumers to better relate to Dr. Smithsburg, but it also helps explain his above average revenues and higher click-through rates from new patients. In essence, Skystone solidified the Smithsburg Dental brand as the premiere choice in dentistry.



FINAL THOUGHTS

What makes this case study so unique is the fact that Smithsburg Dental had no customer base, no reputation within the local community, had a very limited time frame to generate new leads. Dr. Smithsburg knew that he had to have the best dental marketing team on the planet in order to start off strong and Skystone Marketing shattered every single one of his expectations with excellent customer service, true attention to detail, and a comprehensive plan that generated over \$4 million in sales in his first year.

These results took place during an economy that is forcing well established dental practices to close their doors every single day because of a lack of business, yet Smithsburg Dental continues to surge to new heights thanks to the strategies and optimization efforts that the Skystone team put in place.

ABOUT SKYSTONE

SkyStone Marketing has assisted dental practices turn around their bottom line by leveraging revolutionary technologies to produce stellar results. That's because Skystone's strategies utilize and fully optimize each client's marketing and retention plan.

So what makes Skystone stand out from the competition? True dedication. From insanely thorough analysis to incredible design talent, to going the extra mile in optimization, it is all the little things that their competitors refuse to do that makes Skystone so successful. Additionally, Skystone Marketing works strictly for dental practices as well, which truly shows in Skystone's personalized service.

Simply put, Skystone Marketing is the true authority in dental marketing and Skystone has a long, proud track record of reinvigorating even the most hopeless of practices. If Skystone can generate over \$4 million dollars for Dr. Smithsburg, what can Skystone do for you?