

Case Study

Dr. Gary Arnold, DDS

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Client/Company

Dr. Gary Arnold, DDS serving patients with integrity, clarity and compassion seeks to offer dental and health services of excellence and long lasting value. His new blogging and persona branding strategy will reach his target audience and create an increase in loyalty of existing patients.

Business Objectives

- Increase in Client Base and Community Interaction
- Information Filled Interactive Site / Blogging Platform
- Re-allocate entire marketing budget for 2010-2011 for the practice into Social Media and the blogging website

Solution



Custom Wordpress Website, Facebook Business Page Creation, Blogging Blueprint, advice, support, Video integration, Dental articles to post, team training and personality assessments.

Increase in community awareness, a social media presence that can be automated, funneling traffic back to the dental office website, an increase in patient referrals, strengthening of the relationship with them, and a site that is smart-phone friendly.

Results

The team is beginning to blog with regularity, updating their social media sites. In the site's first week live, Dr. Arnold received a new patient inquiry from a contact 30 miles away who was interested in the services that were provided based on a blog post she read. Another family booked an appointment for their young son a matter of hours after finding out about Dr. Arnold via Facebook.

"Sandi and AI do a great job in holding your hand as you navigate this new tech territory. Then they give you an enthusiastic but gentle push into this exciting new world." - Dr. Gary Arnold