

## Case Study

# Dr. John Artemenko, DDS

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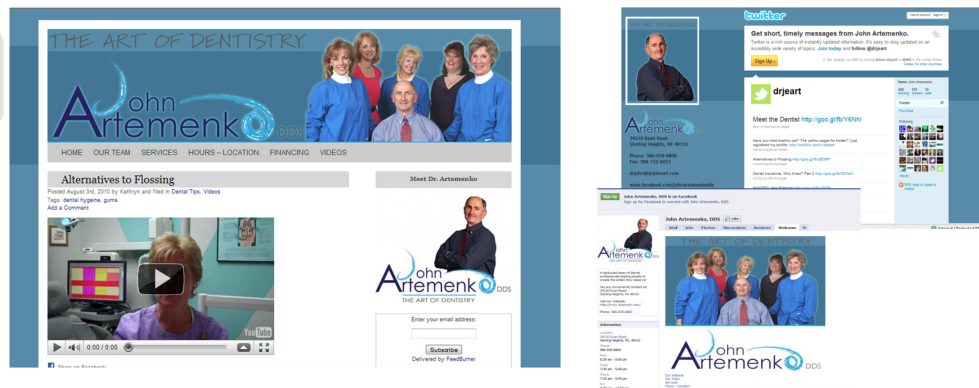
## Client/Company

**Dr. John Artemenko, DDS** is a dentist in Sterling Heights, MI, who is more excited about dentistry now than he was when he first opened his practice. Through his blog and persona brand strategy his practice is growing and his team is dynamically sharing their message.

## Business Objectives

- increasing customer base with families and children's visits
- solidify our community presence
- more fun activities
- involvement of our patients and potential patients interactive stuff and daily blog
- Do this all in ½ a day a week and not more than 30 minutes per day

## Solution



Create an integrated web presence with a blog that will provide automation. Established a coaching, and monitoring relationship with the client. Custom WordPress website, Twitter presence, and Facebook Business Page and YouTube Video Account coaching.

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

This site ranks very well with Google. It scores a website grade double that of the previous static site. The team is beginning to blog with regularity, updating their social media sites, and producing excellent you tube videos. The inbound link count is growing, the facebook business page has increased by 60+ "likes".

Client Feedback: "After spending hundreds of hours (and thousands of dollars) over three decades of dentistry trying to ethically market my practice, the "experts" with their marketing "formulas" were both unsuccessful and artificial. Allan and Sandi offer a logical, yet revolutionary approach for promoting your practice with integrity and unique personalization. Their concepts give you the opportunity to present your authentic personality and services to a virtually limitless audience, giving those in your community a true opportunity to beat a path to your door."