

Case Study

Dr. Linda Winter

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Client/Company

Winter Park Dentistry maintains an ideal balance between professional know-how and patient comfort. The highly trained and qualified staff is devoted to providing personalized attention and unparalleled dental treatment. They combine our personalized service with state-of-the-art technology in a gentle environment to ensure comfort and a positive dental experience.

Business Objectives

- ◆ Significant increase in new patients who are a good match for the practice
- ◆ Effective use of time and resources in utilizing social media
- ◆ Having the team comfortable and competent in managing social media so the dentist is not the point person.
- ◆ Increased production in restorative and cosmetic dentistry
- ◆ Community visibility
- ◆ Request for special papers that can immediately be sent to them -- to address the potential people who aren't ready to contact us directly yet or reveal much about themselves (the shoppers)

Solution

- ◆ Created a social media platform with a wordpress blogging website
- ◆ Installed numerous plugins (including google analytics) and widgets
- ◆ Provided Self Study Tutorials, Monthly Personal Coaching Call, Email and Phone Support
- ◆ Personal site review and suggestions, Advice on growing the fan base on facebook
- ◆ Support with 2 blogs/week and automation to facebook
- ◆ Guidance for staff administering the fan page and responding to comments

Results

Increased score for the website, better search engine results.
Facebook Fan Page growth, higher traffic on the new blogging site.
Interaction between patients, the community and the dental team.

