

Case Study

Sandy Acosta, Practice Administrator



RomanShlaferDDS.com
Farmington Hills, MI

Client/Company

Sandy and the team at Dr. Shlafer's office share the vision of what makes a dental practice stand out. By providing personalized care, excellent dentistry, and state-of-the-art technology, Dr. Shlafer and his team reach their ultimate goal of helping patients have beautiful, healthy smiles while enjoying a relaxing dental experience. They want you to look forward to coming to the dentist!

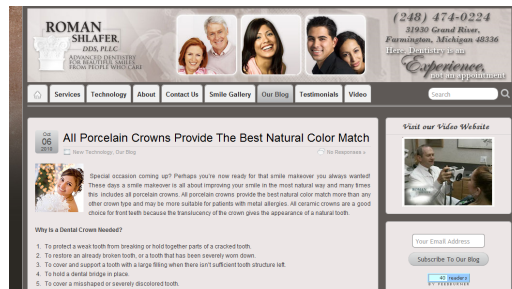
Business Objectives

- ◆ Blog to increase website interactivity and search engine relevance
- ◆ Social Media Interaction
- ◆ Advice, support and instruction so the office and team knew what to do the right way in social media

Solution

- ◆ Boot Camp Training
- ◆ Monthly Coaching Subscription
- ◆ Tutorials, Webinars, Phone Coaching and Support, Email Support

"We have a face book fan page, we are connected to twitter and linked in, our website has been updated to be more interactive and redesigned to include a blog. I am blogging 4-5 times a week and I've discovered the value of our flip camera and engaging our patients to be a part of our new website by giving testimonials. They love having an opportunity to share their stories. There's so much to learn, ideas and information coming from a variety of resources."



Results

"Social Media has opened up a fascinating world, I knew little about, and what I did know was basically the assumption it was for kids. There are so many interesting and cool people to interact with, gain knowledge from, and get to know. Without the benefit of social media that opportunity may have never existed.

Opportunities abound, but not necessarily in the ways you might think, ideally yes, attracting new patients is our goal, and as a bonus, I've met new friends, learned so much in research, and improved my computer knowledge and writing skills. It has opened the door to new and interesting interactions and conversations with our patients. We discuss what they know about social media, — how do they like getting their information, ways to encourage their participation, and sharing of our information. using written, visual and video. I have also been experimenting with different ideas to attract subscribers to our blog. Patients certainly approve of our high tech image."