

Case Study

Dr. Walter Goodell, DDS

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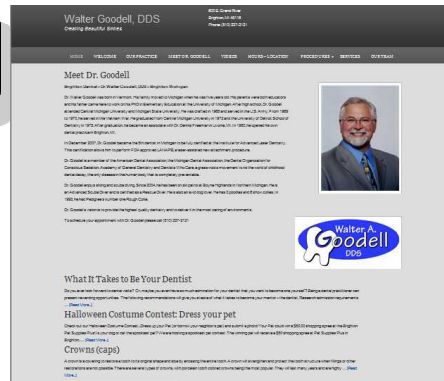
Client/Company

With nearly 30 years in dentistry, Dr. Walter Goodell might have started to slow down a bit. Instead, he decided to add an advanced periodontal treatment option to his practice! After using traditional advertising methods with mixed success, but the same old hefty price tag, he decided to take a new approach to marketing. With a three-dimensional marketing strategy in the works he is looking to increase traffic to his website, encourage his loyal patients to engage in conversation and increase revenue.

Business Objectives

- Featuring LANAP Laser Treatment of Periodontal Disease
- Increase Community Presence
- Create conversation between staff, patients and the community via social media
- Increase Practice Revenue

Solution



Creation of a basic wordpress blogging website that automated updates to facebook. Creation of the Facebook Fan Page, and Contests to create community involvement. Staff attendance at the Boot Camp Training Program & Site Visits/ Training.

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 practice has seen in it's first month of the new site and facebook presence, at least half a dozen new patients for first time visits, and cosmetic dentistry procedures valued at about \$10,000 in additional revenue.

Client Feedback: "If we keep doing marketing the way we have always done it we will continue to flounder as we have for the past few years. We have to change. InSights has helped us to transition into new marketing, with fantastic results." - Samantha Goodell, Practice Manager

