



THE POWER OF BRAND AWARENESS

AND HOW IT INCREASES NEW PATIENT FLOW

A Dental A Team Client

Gargle®

RESULTS

PROBLEM

Dental A Team's client realized he had an uphill battle when he purchased his practice in early 2020. Covid-19 was beginning to take its effect on the market, forcing small businesses and dental practices to shut down for a period of time.

In addition, he was having difficulty differentiating himself from the practice across the street. He would often get phone calls for their practice due to the lack of differences in brand awareness in the eyes of the consumer. Because of that, he was losing potential new patients.

STRATEGY

The client had marketing goals centered on two main objectives: establishing distinct brand recognition in his local area and targeting an older demographic (ages 50 and above).

Gargle built a new website as a hub for his social media and Google ads, focusing on restorative dentistry, implants, and other complex cases. The advertising also generated more Google reviews, boosting online search credibility.

The most important component of the overall marketing strategy was Gargle's expertise in optimizing the practice's Google Business account. Gargle's proven strategy made it easier for patients to access vital information and improve visibility on Google.

With the help of Gargle, Dental A Team's client now sees 30 new patients a month whereas before, they only saw 15 on average, a **100% increase in new patients!** In addition with Gargle focusing on educational marketing their **case acceptance rate is at 90%**, surpassing their goal for the year.

The practice has increased its collections by 10% in the last year, and they are projected to **exceed their goal of \$1M in collections** before the end of 2023.

- 100% NEW PATIENT INCREASE/MO
- 10% COLLECTION INCREASE
- 90% CASE ACCEPTANCE RATE

