



DENTISTRY

# STRAIGHTENING OUT THIS DENTIST'S DIGITAL MARKETING

 EAU CLAIRE, WI



## GOAL

- This client was facing tough competition in their market and were looking to increase their branding recognition.
- The ultimate goal of this campaign was to raise this dentist's brand awareness and help them become the #1 dentist in their market.

## CHALLENGES

- The first challenge of this campaign were infrequent creative swaps that began to grow stale.
- The client's website did not offer a great user experience, so instead of focusing on website conversions, we focused on generating awareness on Facebook and Instagram.



## RESULTS

- Over the lifetime of the campaign, this multi-product campaign reached the client's goals of branding and awareness by reaching a large number of users month after month for continued awareness.
- We were able to create success by reaching close to 120k unique users in a 40 mile radius around their office to generate continued awareness of this dental client.
- In total we were able to attribute a 76% increase in reach during the first year and saw continued success with an additional 40% increase the following year.

# 120K

UNIQUE VISITORS

# 76%

INCREASE IN REACH  
(YEAR 1)

# 40%

INCREASE IN REACH  
(YEAR 2)

