

Case Study

Coastal Periodontics Marketing Campaign and Website

How a Company Went from a Referral-Only Business to Generating 402 Leads in Months with Digital Marketing



Summary

Discover how HexaGroup increased a periodontist's web traffic and boosted revenue through a new website, search engine optimization (SEO) and targeted marketing campaigns.

Background

Coastal Periodontics is a specialized dental practice that attracted all of its business from general dentists' referrals without any marketing to the public. The periodontist, Dr. Marie-Claire Tredinick, contacted HexaGroup in 2019 to help grow the practice.



Visit website:

www.coastalperiodontics.com

Objectives & Challenges

As general dentists begin placing implants and treating gum disease with nonsurgical methods such as antibiotics, the number of referrals could fade over the next few years to the potential point of extinction. Dr. Tredinick wanted to market directly her ideal new patients without alienating her current referral base of dentists.

Our team conducted market research into the practice's current patient base – adults over the age of 50 in Lake Jackson, Texas – to understand their needs and goals. We researched the questions that potential patients Google, such as how much dental implants cost and how long it takes to recover.

We set goals – getting new non-referred patients coming to the office for first visit, creating a \$149 new patient special offer, and promoting it on the website and through targeted advertising.

We aimed to “own” some core keywords in the Lake Jackson and Brazoria County area (with a special focus on local SEO) for queries related to periodontal services and dental implants.

Our specialists developed a new website that is user-friendly, easy to navigate and optimized for search engines and lead generation. It showcases the new offerings and procedures, such as ozone therapy and LANAP, that the practice offers.

Execution

We developed a new site www.coastalperiodontics.com for the client based on extensive research and created print and video patient testimonials and before and after images to supplement current site content. We made the site friendly for search engines, completing both on-page and off-page optimizations.

We implemented advertising campaigns with interactive landing pages and both digital and print ads (since their demographic is older and local) to capture new patient leads.

Our team also wrote and designed content such as blogs to attract traffic from search engines and to answer questions such as "how to treat gum disease naturally." Our team crafted social media posts that showcased staff, patients, events and new services while generating buzz and driving even more traffic to the website.

To continue to attract referrals from local dentists who previously formed the bulk of business, we developed email campaigns to inform local dentists about current research, best practices and updated Coastal Periodontics services. This included information about new offerings such as S.M.A.R.T. bone graft and the Chao pinhole technique.

Results

Steady Growth

From a 100% dentist-referral-based practice, Coastal Periodontics has grown its practice 25%, thanks to revenues from direct patients while keeping the volume of referrals steady.

KPIs

HexaGroup is actively monitoring some key performance indicators such as:

Today, Coastal Periodontics ranks in the top three positions for 20 strategic keywords and in the top 10 for an additional 24. Organic site traffic has jumped 129.91% from 2020 to 2021.

New users of the site increased 75.89% from 2020 to 2021. This means that more people who had never seen the site are becoming familiar with the brand. In addition, the number of site sessions increased 55.11% in 2021, which means more people (both new and returning visitors) used the website during this time.

In 2021, HexaGroup has put more emphasis on growing social media. Instagram impressions (views) grew 512.7% and engagement (likes, saves, direct messages and shares) grew 727.5%. Meanwhile, Facebook impressions increased 364.9%, and engagement increased 455.8%.

In 11 months, we generated 402 leads. We're closely monitoring the return on ad spend and cost of customer acquisition to find the right advertising budget and the right mix of advertising between search, social and local media outlets (print and digital).



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Leads Generated
In 11 months

402

Proven Methodology. Amplified Results.

Working with HexaGroup, our clients amplify their marketing efforts with expertise impossible to find in a single employee or in-house team.

Our team strikes the ideal balance between strategy and consulting, inspired creativity and leading-edge technology. We're seasoned strategists, content creators, data analysts, website and software developers, sales funnel optimizers and technology integrators.

Above all, we're marketers driven by results.

We've honed a six-step marketing methodology that balances proven best practices with each client's unique objectives.

Brand Asset Management

- Discovery
- Future Identity & Position
- Portfolio Strategy
- Audience Needs
- Internal Activation

Creative Development

- Print
- Motion Graphics
- 3D Animation
- Video
- Mobile Apps
- Tradeshow Support
- Presentations

Marketing Technology

- Marketing Automation
- CRM
- Lead Sourcing
- Analytics
- Enterprise Content Management
- Chatbots

Research and Planning

- Clustaar™ Digital Market Analysis
- Traditional Market Research/Focus Groups
- Strategic Planning
- Marketing Communications/Media Planning

Growth-Driven Website

- Information Architecture
- Visual Design/UI/UX
- Technical Implementation
- Content Development
- Hosting Maintenance

Marketing Performance

- Inbound/Content Marketing
- Account-Based Marketing
- Social Media
- SEO
- Integrated Advertising
- Events/Tradeshow Support
- Public Relations
- Demand Generation

