



From Stagnation To Growth: Turning A Plateauing Dental Practice Into 4 Thriving Locations

Discover how Firegang delivers a 15:1 return on investment (ROI) for this Arizona practice's marketing spend.





THE STORY...

Daniel Morrissey is the CEO of Magic Smiles, a dental practice located in the highly competitive Phoenix, AZ area. When he took over the practice in 2013, there were 2 Magic Smiles practices, but the newest had been open just over a year and was losing \$15-20K per month. The practice had been relying on yellow pages ads, flyers, postcards and a dated website. He began researching marketing companies and decided to partner with Firegang in November, 2014. Within 6-8 months, he was able to get the floundering practice back on its feet. The practice has grown steadily, adding a third location and then a fourth.

In this case study we will show exactly how Magic Smiles continues to grow not only their new patient numbers but production through their partnership with Firegang.

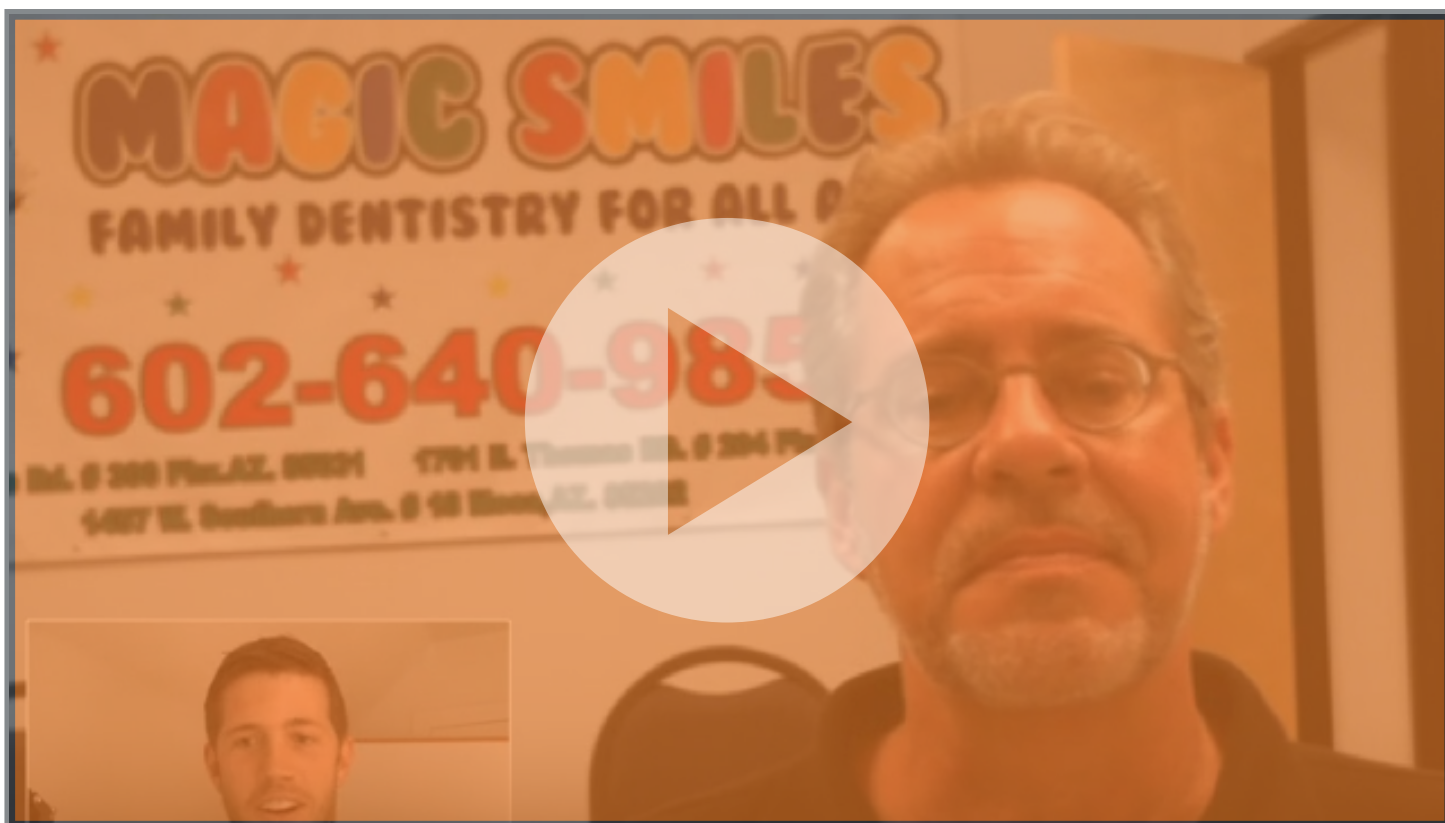


“I know the price tag for marketing can seem high, but on average every \$1 I spend with Firegang, I get at least \$10-\$15 back!”

— Daniel Morrissey, CEO | Magic Smiles

Click Below To Watch

Daniel Morrissey's Video Interview

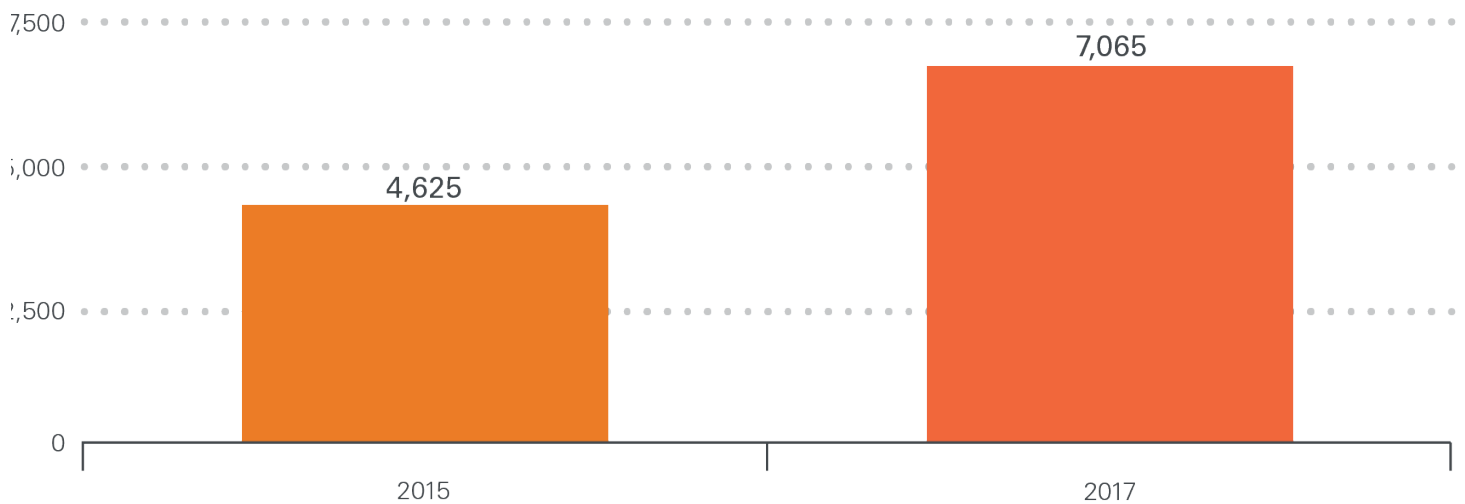


Internet marketing, no matter what population you're serving, is required in today's dental world. If you don't have a strong website, if you don't build your SEO, if you don't invest in some PPC and take time with your social media then you're just another practice that someone drives by.

— Daniel Morrissey, CEO | Magic Smiles

Results:

65% Increase In New Patient Growth In Less Than 2 Years



Magic Smiles has been able to see sustainable growth over time at each of their 4 locations - including a 65% increase in new patient growth due to:

- 65% increase in new patient appointments.
- Had the sustainable growth to add a new location in the fall of 2017.
- Average monthly new patient appointments have grown from 384 to 635 in less than 2 years.

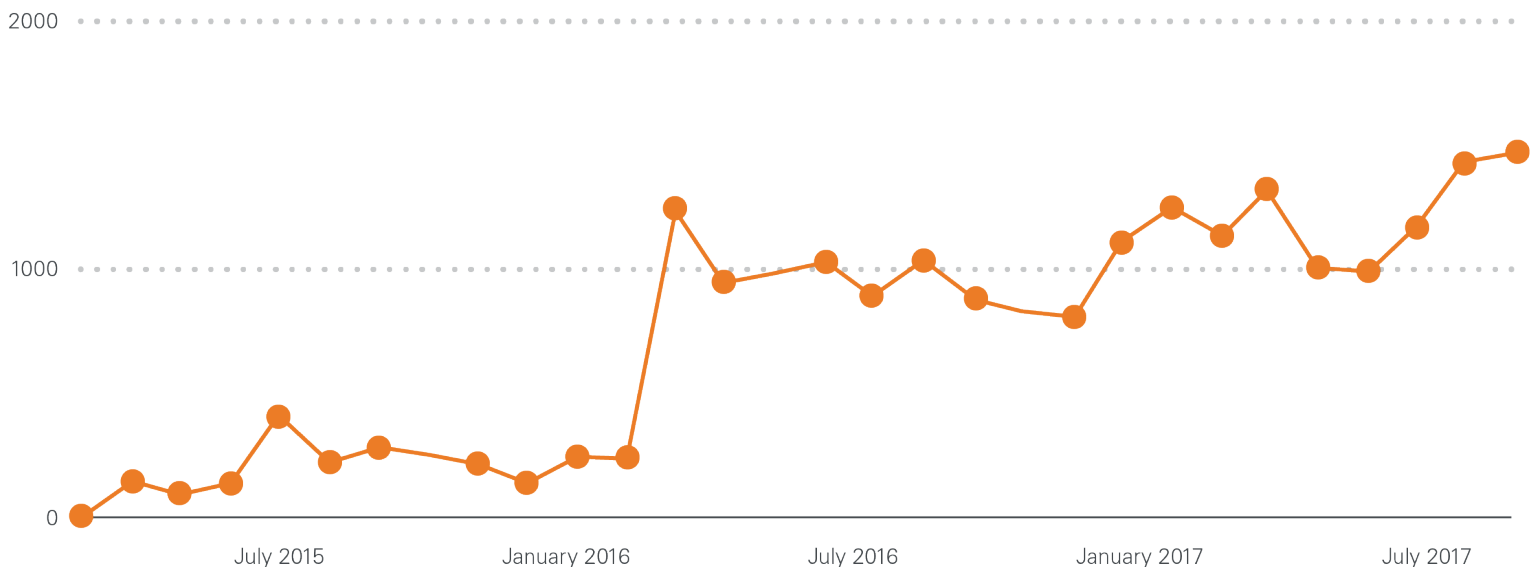


"I see too many dentists spending thousands of dollars a month to mail out postcards. Everyone uses the power of the internet now. That's the key to our success. Our practice's #1 source of new patient appointments is the internet."

— Daniel Morrissey, CEO | Magic Smiles

Results:

Increased Website Traffic And Conversions



Methods For Success

Conversion-Optimized Website

When Mr. Morrissey took over the practice in 2013, Magic Smiles had a website but the images were outdated, it didn't provide answers to questions new patients frequently ask, and much of the coding was broken.

In addition to the website problems, **Google Maps was showing the wrong address and phone number for the practice**, along with 50+ other online directories. When patients searched for the practice online they weren't getting the correct, consistent information they needed.

Before actively marketing his practice, Mr. Morrissey needed to get the website ready to impress new patients. **He made dramatic changes to the site** to ensure it became accessible and valuable to new patients.

Magic Smiles is located in an area with a large Spanish-speaking population, so **it was important to make sure the site could easily display in Spanish as well as English**. In addition to this unique feature, the site now showcases the practice's value through special financing, focusing on services for the entire family, and flexible appointment options.

The practice now has 4 unique locations, so **each location needed to be clearly represented on the website**. Patients are now able to book appointments at each location through the site, as well as check office hours for each at a glance.

Multiple Locations
Are Easy To Find

Highlights What Makes
The Practice Different

Patients Can Easily
Schedule An Appointment



Methods For Success

PPC Ad Campaigns

Having a patient-focused website wasn't enough, the practice still needed a way to make sure the site was being seen by new patients searching on Google. **PPC (pay-per-click) ad campaigns were the answer**, both Google AdWords and Facebook ads.

By using Google AdWords, **Magic Smiles was able to target people actively searching for dentists using Google**. Their online ad campaign includes both Spanish and English ads to make sure their target audience is being reached.

Paid advertisement markets constantly change, with competing dental practices launching new ads every week. Magic Smiles works with Firegang to consider budget change recommendations, updates to special offers, and more to better capture as many new patient leads searching in his area as possible.

Answers A Frequent Patient Question

Cigna PPO Dentist - We Accept Cigna Dental Insurance
magicmiles.org/cigna
Call Today & Schedule Your Visit

Makes Website Accessible To Spanish Speaking Population

Dentista en Phoenix - Dentista para Niños y Adultos
magicmiles.org
Llame Hoy para Programar una Cita!

Links To A Specific Service Page

Have a Dental Emergency? - Get the Pain Relief You Need.
magicmiles.org/emergency-care
Call Us. Get Seen Today!

Highlights Special Offer

Dental Care for Your Kids - \$49 Cleaning, Fluoride & X-Ray
magicmiles.org
Phoenix Parent Approved Dentists.

Methods For Success

PPC Ad Campaigns

Magic Smiles has been using Facebook ads to attract new patients since 2017. **While this is still a relatively new process for the practice, they've begun seeing positive results** after shifting the marketing budget to give them more options.

Their ads often get clicked, liked and shared which is an organic way to get Magic Smiles in front of more potential patients online.



A screenshot of a Facebook advertisement for Magic Smiles Dental. The ad features a profile picture of a woman, the name "Magic Smiles Dental" with a verified badge, and a post date of July 22. The text of the ad asks if the user is looking for an AHCCCS Dentist in Phoenix and mentions that most insurance and AHCCCS are accepted. Below the text is a large image of a man carrying a young boy on his shoulders. The ad title is "AHCCCS Dentist - Magic Smiles Dental", followed by a paragraph about coordinating insurance claims. A "Learn More" button is present. At the bottom, a blue box highlights the reach: "11,604 people reached", with an orange progress bar below it. The bottom of the ad shows "Like", "Comment", and "Share" buttons.

Magic Smiles Dental ✓
Written by Firegang Dental Marketing [?] · July 22 · 🌐

Looking for an AHCCCS Dentist in Phoenix? Most insurance and AHCCCS accepted!



AHCCCS Dentist - Magic Smiles Dental
Most private and PPO plans allow claims to be easily coordinated through our office to eliminate surprise expenses. As a courtesy, we will gladly file these claims on your behalf.

WWW.MAGICSMILES.ORG [Learn More](#)

11,604 people reached

👍 Like 💬 Comment ➦ Share

Methods For Success

Improved Online Reputation

When Mr. Morrissey took over the practice in 2013, there were only 3 online reviews posted for Magic Smiles and they weren't positive ones.

As a consumer and CEO, he understood that online reviews matter. **Statistics show 80% of people go online to look for health care options** for themselves and their families and a lack of positive reviews were actively hurting Magic Smiles' ability to attract new patients.

Magic Smiles worked with Firegang to train his staff to better respond to negative reviews while also continuing to ask their best patients to leave positive reviews.

Each of their 4 locations rank over 4.5 stars on Google and their newest location (while it only has a few reviews so far) has a 5 star rating.



"I like to believe that it is important to establish a win-win relationship with business partners. Some companies don't care how your business does as long as you pay the invoice. I have never felt that with Firegang.

Everyone from Adam to my CSM, they really want my practice to do well and that comes across in everything Firegang does."

— Daniel Morrissey, CEO | Magic Smiles

Magic Smiles Dental

Facebook Reviews By Location

4.5

1457 W Southern Ave #18, Mesa, AZ



"When you take your child somewhere you want to know they're in good hands. From the dentist doctor the dental assistant's, they made sure he was not only taken care of but safe as well, from the time he arrived to the time he left. She was the most amazing person, and the staff was terrific even down to the sweet receptionist."

— Jennifer Stanley

4.7

5109 W Thomas Rd #300, Phoenix, AZ



"Absolutely loved my experience. Was a little nervous because my one year old doesn't like people she doesn't know, but staff was so friendly my daughter enjoyed herself and let them do their thing. I will definitely go back."

— Christina Duran

4.8

1701 E Thomas Rd #204, Phoenix, AZ



"Great place, friendly staff, amazing service. Love going here."

— David Icedojr

Conclusion

Mr. Morrissey was able to grow a stagnant, floundering dental practice into 4 successful dental practices in the highly-competitive area of Phoenix, AZ in 3 years. **The practices now see hundreds of new patients per month across the 4 different locations.**

When Mr. Morrissey first took over Magic Smiles, there was no online marketing being done. Too much money was being spent on postcards and Yellowpages ads and yielding few results.

Now his practice has expanded into 4 locations with plans to open even more in the future due to his willingness to completely change his marketing techniques by partnering with Firegang.



firegang

We're Firegang Dental Marketing and we're passionate about 3 things:

1. **Empowering dentists** to attract new patients by executing marketing strategies
2. **Creating real, measurable results** so you know your practice is meeting its goals.
3. **Giving dentists the freedom** to grow their practices, reclaim their time and their lives back

Our clients are our first priority, we're always looking for the latest dental marketing techniques to use in order to help dentists reach their practice growth goals.

Over the past 10+ years we've developed a full 360 degree dental marketing strategy that includes a conversion optimized website, Dental SEO, paid traffic campaigns on Google and Facebook, reputation marketing, and reviews. This approach is currently generating over 3,000 new patients per month for our clients.

If you're ready to take the next step to grow your practice using a customized dental marketing strategy that works, click below to schedule a complimentary call with our team, we'd be happy to chat with you.

—————> **SCHEDULE YOUR CALL TODAY** <—————