

Cracking The Online Dental Marketing Code

How one dentist used comprehensive online marketing strategies to increase new patient flow by 40%.



THE STORY...

After being in practice for over three decades, Dr. Pinsky and the State of the Art Dental Group's new patient flow had stalled. In the highly competitive Washington DC metro area, he was competing with 76 other dentists nearby and had a flat new patient count of 15-20 per month.

Dr. Pinsky partnered with Firegang in 2015 and began to lay the foundation for highly successful PPC (pay per click) ad campaigns designed to attract the new patients he needed.

In this case study we will show exactly how
State Of The Art Dental Group continues to grow
their new patient numbers year over year using a
comprehensive dental marketing strategy.



“When I started with Firegang, I said to myself — there is no way that you guys are going to be able to help me. I’ve got 76 dentists all around me, how can we do this? But somehow, we’re doing it!”

— David Pinsky, DDS | State Of The Art Dental Group

Click Below To Watch

Dr. David Pinsky's Video Interview



"I would absolutely recommend Firegang. I spend good money with them, but it comes back ten-fold — easy. A lot of companies just take your money and you never hear from them again. Firegang is the opposite of that. They work so hard. They're almost an extension of my practice. Even though they're geographically far away, they're in my practice every day."

— David Pinsky, DDS | State Of The Art Dental Group

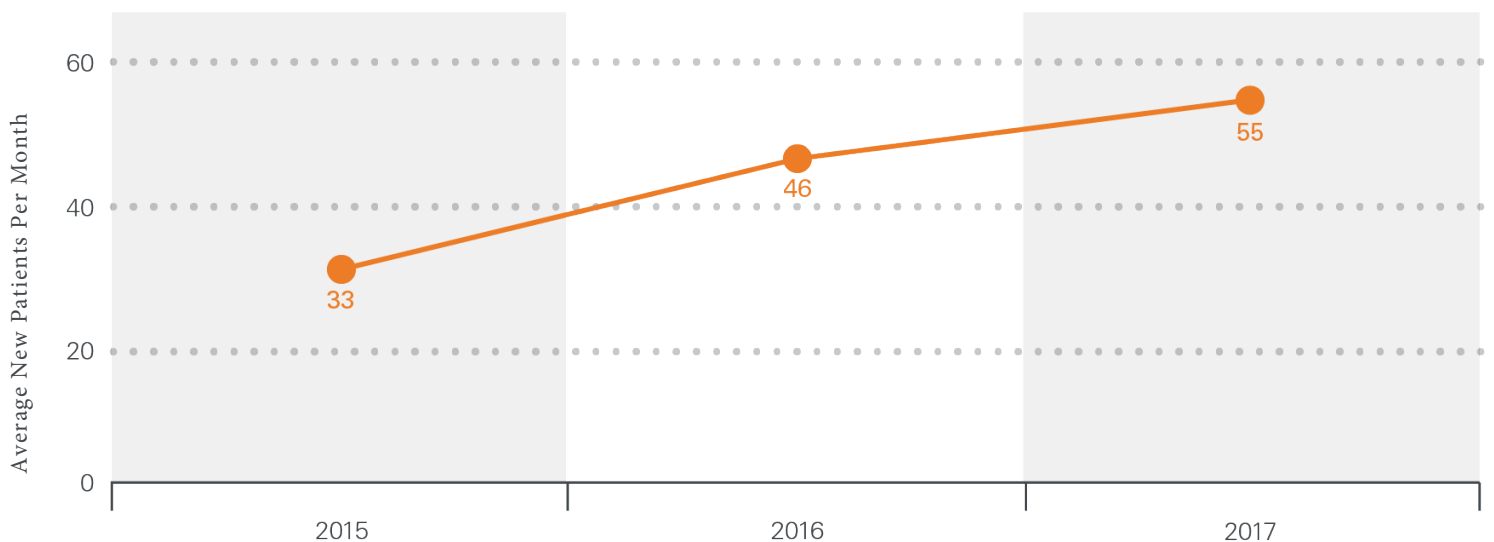
Results:

Increase In New Patients Over Time

State OfThe Art Dental Group has been able to see sustainable growth over time due to:

- Launching a new website designed to convert visitors to new patients.
- Using the foundation of a conversion-optimized website to maximize the effectiveness of Google AdWords campaigns.
- Training the front office staff to ask the practice's best patients to leave online reviews.

Year Over Year New Patient Growth



"I'm in an area where there are people from every country in the world. People come in and they leave constantly. If you can't continue your marketing and bring the new patients in, then you are in trouble, because every 2-3 years you have an influx of new patients."

— David Pinsky, DDS | State Of The Art Dental Group

Methods For Success

Conversion-Optimized Website

State OfThe Art Dental Group worked with Firegang to create a new, conversion-optimized website designed to convert visitors to new patients.

The practice's website clearly communicates the value they bring to their patients by showcasing how they are unique compared to their competitors.

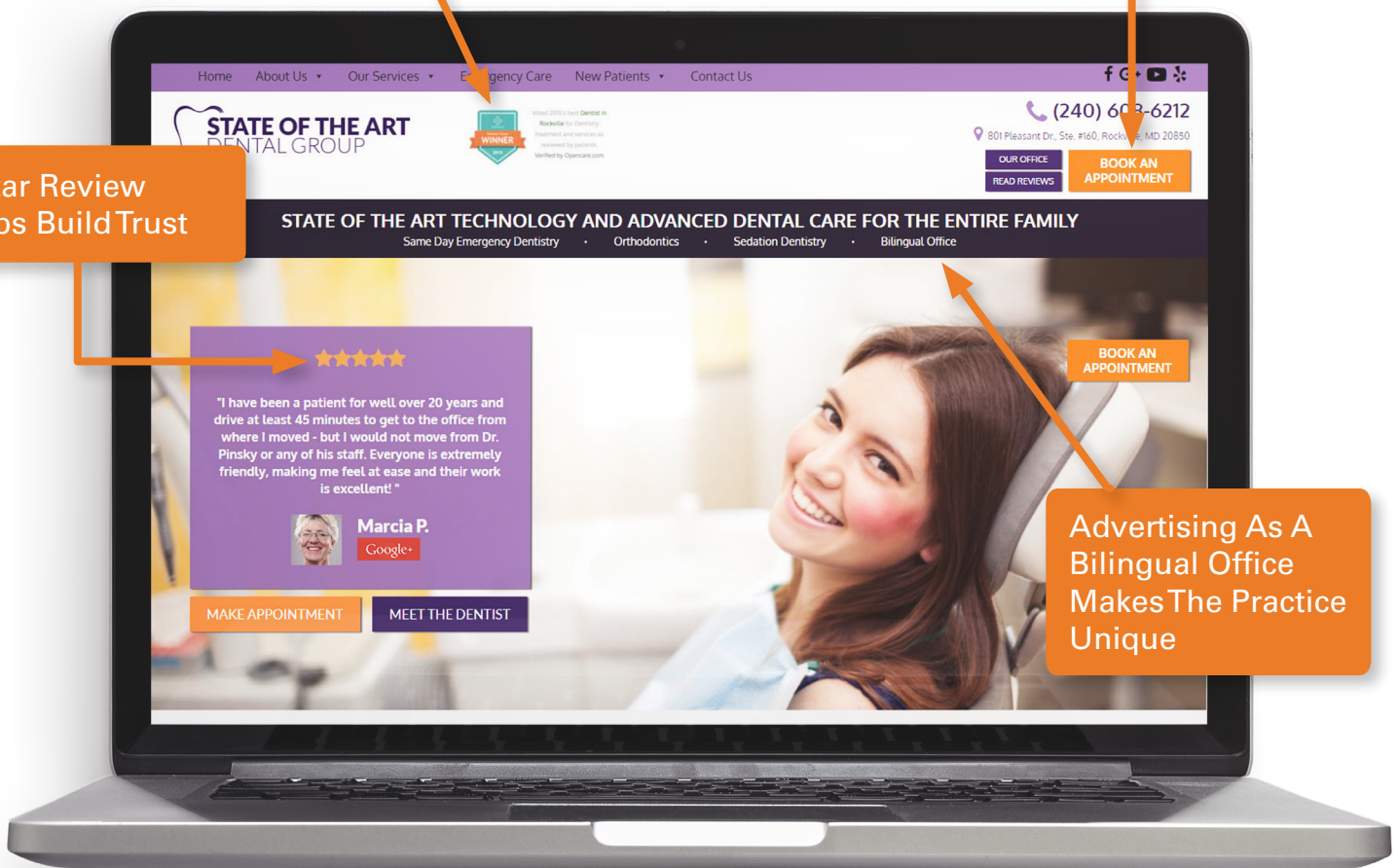
The new website led to a strong online presence and a healthy influx of quality new patients that the practice has been able to sustain over time.

Showcase Dentist
Practice Awards

Patients Can Easily
Schedule An Appointment

5 Star Review
Helps Build Trust

Advertising As A
Bilingual Office
Makes The Practice
Unique



Methods For Success

Improved Online Reputation

The Washington, DC metro area is the most competitive area for dentistry in the nation according to Health Statistics. State Of The Art Dental Group is constantly competing with 76 other dentists, including corporate dental offices.

One of the best ways Dr. Pinsky could compete was to improve his online reputation using Google reviews.

In addition to being highly competitive, Dr. Pinsky's area has a high turnover rate. He was losing patients every 2-3 years due to relocation, making it even harder to stabilize his practice.

New patients moving in had no frame of reference for how to find a new dentist, so Dr. Pinsky needed to attract those new patients by showing he was trustworthy and that his practice had a solid reputation locally.



"In this day and age, everyone uses internet reviews to find what they need. Every day we're asking good patients for reviews. Not blindly asking everyone, but picking 2-3 patients every day to ask and get the best reviews possible."

— David Pinsky, DDS | State Of The Art Dental Group

4.7



State Of The Art Dental Group Reviews



"My first visit. The front desk staff was thorough and efficient. Taken back, I was treated immediately by the dental assistant. In a short while, the doctor came in to evaluate. I had full x-rays and impressions made. I was out in 1 hour. I was very impressed with the quickness, care and knowledge of all the staff. I highly recommend these folks. I go back in 2 weeks for consultation. Great job, everyone!"

— Rick Brindley



"Had a procedure to get wisdom tooth removed there. The doctor was super nice and attentive, and very skilled! Best dental experience so far."

— K. Schuler



"Quick update. It struck me today that in all the time I have been coming to State of the Art Dental, I can only think of one time that they were running late and I waited more than 10 or so minutes to be seen. In addition to high quality dental services, this is a really well run practice. As a busy professional, I greatly appreciate their being considerate of my time."

— Erik Augustson



"Excellent service saw me the next day to get rid of my tooth pain on a Saturday morning. Definitely worth switching to State of the Art Dental."

— 301 Sleeper



"The website is everything now. All millennials are growing up with computers and smartphones. It's all web-based, it's all internet marketing."

— David Pinsky, DDS | State Of The Art Dental Group

Methods For Success

Targeted PPC Ad Campaigns

Due to the abundance of dentists in State Of The Art Dental Group's area, showing up first in Google searches for popular keywords was extremely difficult.

PPC advertising was the best way for Dr. Pinsky to quickly send potential new patients that were already searching for dentists to his website. His website then turned those patient leads into phone calls, which his well-trained staff turned into appointments.

Dr. Pinsky is a great example of how having a "new patient friendly" practice, a conversion-optimized website, and positive online reputation can lead to a rapid influx of new patients from a targeted PPC ad campaign.



"We just had 7 new patients in one day. I've never had that before! Everything is working out really well right now, I just have to make sure I have the staff to keep up with everything Firegang is doing!"

— David Pinsky, DDS | State Of The Art Dental Group

Results:

Google Adwords New Patient Leads

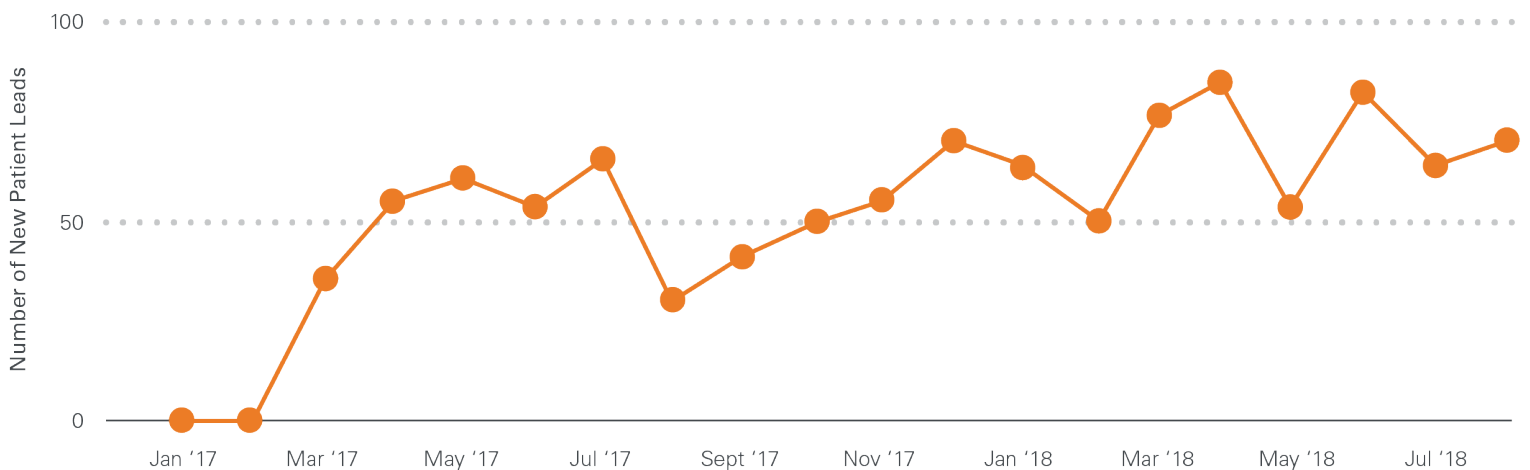
This ad is just one of State OfThe Art Dental Group's Google Ads that is consistently bringing in new patient leads. It has a 10.3% ClickThrough Rate (CTR) while most marketers hope the PPC ads they run will get a 2-3% CTR.

[Rockville Emergency Dental - 24 Hour
Emergency Dentist](#)

www.stateoftheartdentalgroup.com

Have Tooth Pain? Call Us 24 Hours in Rockville
MD. Same Day Appts. Call Now!

Increase In New Patient Leads Over Time



Conclusion

Dr. Pinsky and State of the Art Dental Group were able to use online marketing best practices to increase their new patient flow in a highly competitive area.

Dr. Pinsky, who was once seeing only 15-20 new patients per month, is now seeing 54. He has over 100 Google reviews, with a 4.5+ star average.

Using PPC, he steadily and sustainably increased his new patient count by 39% and has found his biggest issue is keeping up with the increased demand for his services.

“We just had 7 new patients in one day. I’ve never had that before! Everything is working out really well right now, I just have to make sure I have the staff to keep up with everything Firegang is doing!”

— David Pinsky, DDS | State Of The Art Dental Group



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** ←————