

MVP Ξ Dental

CASE STUDY

MAKE THE RIGHT DECISION FOR
YOUR BUSINESS NEEDS



INTRODUCTION

MVP Dental, a prominent dental office located in the heart of Farmington, Utah, faced significant challenges with their online marketing efforts. Entrusted to a marketing agency that charged \$600 monthly, their website remained incomplete, poorly constructed with cut-off video frames, and scant calls to action. This ineffective online presence was not translating into patient acquisition or providing the expected value for the investment.



CHALLENGES

MVP Dental's initial challenges were multifaceted:

- **Inadequate Website Design and Functionality:** The website's poor construction and lack of completion severely hampered user experience and failed to engage potential patients.
- **Ineffective Online Marketing:** Despite the high monthly fee, the previous agency's efforts did not effectively leverage online platforms to increase visibility or patient leads.
- **Low Search Engine Visibility:** The dental office's Google Places listing was buried on page 5, making it nearly invisible to potential local patients searching for dental services.
- **Underwhelming Patient Acquisition:** Averaging only about 9 new patients a month, MVP Dental's growth was stagnant due to ineffective marketing strategies.

SOLUTION

Our approach at Marketing AI was holistic, targeting both the immediate need for a more professional online presence and the strategic requirement for sustainable patient acquisition growth:

- **Website Redesign and Optimization:** We completely overhauled the MVP Dental website, introducing a professional design with clear calls to action, and optimizing content for search engines to improve visibility.
- **Enhanced Online Marketing:** Our strategy extended beyond the website to encompass social media and video marketing, creating standard templates for posts that maintained brand consistency across Facebook, Instagram, and YouTube.
- **Search Engine Optimization (SEO):** We optimized the dental office's Google Places listing, elevating it from page 5 to the top 4 listings in their area, significantly improving local search visibility.
- **Comprehensive Marketing System:** Our efforts were underpinned by a proven marketing system designed to generate leads from multiple sources and streamline the patient acquisition process.

RESULTS

The transformation in MVP Dental's online marketing approach yielded remarkable results:

- **Increased Patient Acquisition:** From an average of 9 new patients per month, MVP Dental now welcomes approximately 30 new patients monthly, attributable to our targeted marketing efforts.
- **Website Traffic and User Engagement Surge:** In the last 90 days, website traffic increased by 31.9%, and the number of users rose by 16.6% over the previous period. More importantly, website conversions saw a significant uptick of 23.9%.
- **Elevated Search Engine Presence:** Our SEO and online marketing strategies propelled MVP Dental's Google Places listing into the top 4, enhancing local visibility and accessibility.
- **Client Testimonial:** Jon, the owner of MVP Dental, praised the collaboration, stating, "The thing I love about Marketing AI is that they have a proven system that gets great results, and we are already seeing an increase in new patients each month."



CONCLUSION

MVP Dental's case is a testament to the transformative power of a strategic, well-executed online marketing plan. By addressing the core issues of website functionality, search engine visibility, and effective use of social media, Marketing AI not only revitalized MVP Dental's online presence but also significantly boosted patient acquisition rates. Our approach demonstrates the critical importance of a cohesive, data-driven marketing strategy tailored to the unique needs of the healthcare sector.

FUTURE STEPS

Encouraged by these results, MVP Dental and Marketing AI are now exploring additional strategies to further enhance online visibility and patient engagement, including targeted advertising campaigns and advanced analytics to fine-tune marketing efforts continuously. MVP Dental's success story is a blueprint for other dental practices facing similar challenges, illustrating the pivotal role of digital marketing in achieving business growth and customer satisfaction in today's digital age.



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