



The Social Brand

TENNESSEE VALLEY ORAL SURGERY

135

Total Phone Calls
in 1st 3 Months

30%

Increase in
Conversions

20%

Decrease in CPC
- Cost Per Click

12%

Decrease in CPA
- Cost per Acquisition

Introduction

A family owned and operated cosmetic dental practice in East Tennessee are providers of multiple oral surgery procedures and have been trusted for over 20 years.

Their services portfolio includes dental implants, wisdom teeth management, tooth extraction, and many other oral care procedures that help bringing long lasting comfort to their patients.

Challenges

With decades of experiences the doctors of Tennessee Valley Oral Surgery started their new practice in early 2020.

Their challenge was straightforward and simple. Open and bring in new patients, to cover the overhead; begin generating a consistent cash flow to maintain employee salaries, equipment and mortgage with a limited ad budget.

Strategy

Because our opening budget was constrained by the cost of opening a new practice, our strategy was to focus on the bottom of the funnel traffic by creating a highly targeted search campaign.

ABOUT THE CLIENT

Oral Surgeon bringing long lasting comfort to patients in East Tennessee

INDUSTRY

Dentistry

SERVICES RENDERED

- Oral Surgery
- Cosmetic Dentistry
- Crowns
- Implants
- Wisdom Teeth
Extraction
- Implants
- More!

Simply put, opening this practice with a brand new advertising campaign, creating a display or YouTube campaign, and attempting to generate top of the funnel prospects, was not going to generate immediate results. And so, with no prior Google Ads account or campaign history, we developed a comprehensive list of keywords targeting both the services provided, as well as the provider that offered them, producing 23 phone calls in the first month.

The year 2020 presented a myriad of obstacles in which to overcome. The beginning of a new business, coupled with increased pressures of a worldwide pandemic, forced business closures, and the threat of civil unrest, have proved the gathering of momentum to be a unique triumph.

In order to compensate for these unique circumstances facing us, it became paramount that we implement new ads and a new landing page in order to reflect that patients' health and safety were of the utmost importance. The goal being to provide assurances illustrating a warm and safe environment across all the touchpoints of the campaign.

While overcoming this very new and complex world stage, surmounting practice specific hurdles proved equally exacting. With a minimal \$1000 monthly budget, our continued focus towards finding innovative ways to minimize costs while maximizing results, lead to our implementing a target ad schedule that focused on the highest performing days and hours of the week. We also eliminated advertising on desktop and tablet devices. We were now generating phone calls at a savings of \$30, by targeting ad eligibility to display solely on mobile devices.

In addition to tweaking multiple variables in the search campaign we also implemented a secondary campaign called a Dynamic Search Campaign. This Dynamic Search Campaign has brought traffic to the site at a considerable cost reduction while enabling our team to discover new longer tail keywords we would augment our original targeted campaign.



Results

- Cost (March-2020) - \$766.79 | Last Month (June - 2020) - \$1007.03
- Total Phone Calls - 135
- Conversions (March - 2020) - 1st month --14 | Last Month (June - 2020) - 21
- Search Impression Share - 1st Month (March 2020) - 10.66% | Last Month (June-2020) - 32.68%
- CTR - 1st month (March - 2020) - 6.91% | Last Month (June - 2020) - 7.56%
- CPC - 1st Month (March - 2020) - \$3.87 | Last Month (June - 2020) - \$3.08
- CPA - 1st Month (March - 2020) \$54.10 | Last Month (June - 2020) \$47.75