



TENNESSEE VALLEY ORAL SURGERY

THE SOCIAL BRAND CASE STUDY

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!