



Dental Marketing In Action CASE STUDY



How Digital Transformation Drove 37% YoY Patient Revenue Growth

The Challenge

An established dental practice near Charleston, SC was growing but knew there was room for improvement. A stale Google Ads strategy and an outdated online presence that didn't reflect the quality of their services or create a welcoming feel were impeding new patient interest.

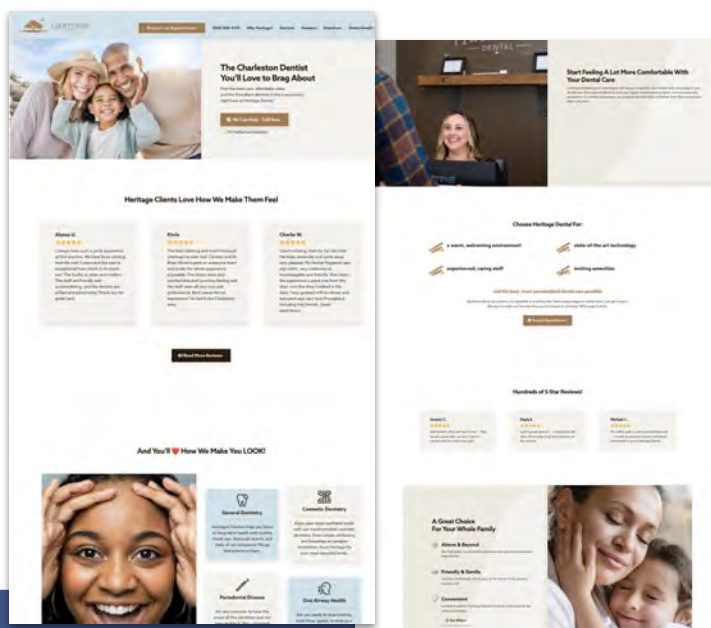
The Solution

Heritage Dental turned to Smart Image to create a comprehensive digital marketing strategy focused on modernizing their online presence and optimizing new client acquisition channels. The team's efforts involved three key components.

Smart Image Delivered:



#1 WEBSITE REFRESH We completely overhauled the provider's website, building an entirely new site from the ground up with the goal of creating a modern, simple, and user-friendly online experience.



This included:

- Streamlining the UX by significantly reducing website content (by approximately 80%), focusing on clear, concise information.
- Built a stronger emotional connection with visitors with new images of staff, the location, and stock photography.
- Optimizing for mobile, ensuring a seamless experience on any device.
- Redesigning the appointment request process to reduce friction for potential new clients.
- Developing SEO/AEO-optimized website copy and content supporting high-margin services.



How Digital Transformation Drove Patient Revenue Growth

We Understand The Challenges Of A Modern Dental Practice And Deliver Proven Results

The Solution (cont.)

#2 NEW BRAND MESSAGING
Our content team developed new brand messaging simplifying the provider's value propositions. A key focus was prominently featuring social proof, leveraging positive client reviews, and encouraging referrals to build trust and credibility with new patients.

#3 OPTIMIZED GOOGLE ADS
We revamped the provider's Google Ads strategy, incorporating a launch campaign for the new services. We utilized new campaign formats, specifically Performance Max campaigns and found more efficient ways to reach potential patients. This increased conversions and reduced cost per acquisition.

The Results

Within 90 days, the integrated approach of a revitalized website, compelling brand messaging focused on simplicity and trust, and optimized Google Ads campaigns yielded significant, measurable results.

"Smart Image turned our outdated online presence into a powerful growth engine - the impact on the bottom line was quick, clear and significant. We are extremely happy with their work."

- Dr. Breault DMD, MBA Founder/Owner at Heritage Dental



32% more
Inbound Appointment Requests
Now typically driving 80 - 100+ new patients every month.



17x ROAS

Same Ad Spend, Better Results

Optimized campaigns drove significantly more paying conversions without increasing spending. CAC actually dropped.

37% more

Topline Revenue Growth

The surge in new clients directly contributed to record-breaking financial performance for Heritage Dental. Additionally, annual per-patient value increased 24%.

