

CASE STUDY

Lakeland Family Dental x Gargle

Recognizing the benefits of
updating your marketing
strategies

INDUSTRY

Dental Marketing

WEBSITE

gargle.com



**9000%
RETURN (ROI)**



**45-50
NPS/MONTH**



FROM WORD-OF-MOUTH TO GOOGLE REVIEWS & MAILERS:

How Updated Marketing Can Increase Your ROI

In 2020, Dr. Stephen Greer joined Lakeland Family Dentistry. He took over the Lakeland location, 45 minutes from the original practice location. With two offices in different locations, Dr. Greer knew he needed to be strategic about his marketing approach. The only problem was the practice was outdated in technology and relied heavily on word-of-mouth referrals rather than online reputation to help market his new practice. With his work cut out for him, Dr. Greer started taking a hands-on approach with his marketing partner; Gargle.



"Work with a strategist on what to implement, don't expect results without implementation. Gargle has worked as my partner and made sure that my vision was in alignment with the strategy and products that they implemented. As someone who is very hands-on in every aspect of my business, I appreciate the collaboration and expertise that Gargle brings to the table!"

- Dr. Stephen Greer (Lakeland Family Dentistry)

Gargle®

STRATEGY

The first step in the marketing strategy that Gargle and Dr. Greer collaborated on was **re-doing the website**, which lacked current technology. While still keeping the small-town personality of the practice, Gargle built Lakeland Family Dentistry a modern website that made it easy for patients to navigate and access important information while highlighting the high-dollar procedures Dr. Greer does at his office.

After establishing a solid website, the team at Gargle focused on getting Dr. Greer more **Google reviews**. Since the practice relied heavily on word-of-mouth marketing, Google reviews were an easy next step because they turned word-of-mouth referrals into online reviews for everyone to see. Dr. Greer knew it was essential to keep a small-town feel for his practice because that is what his patients appreciated. Reviews are a great way to uphold the practice's personality and involve the voice of high-quality patients. Lakeland Family Dentistry went from 86 to 951 Google reviews in less than three years, an over 1000% increase! Dr. Greer contributes Google reviews as one of the biggest drivers of new patients to his practice.

In addition to their online reputation, Lakeland Family Dentistry saw significant **success with mailers**. Dr. Greer, like many dentists, believed that mailer marketing was dead. After trying it, he realized this was far from the truth, especially for smaller markets such as Lakeland Family Dentistry. Dr. Greer couldn't be happier with the pricing and results he sees from mailers. Currently, the practice is seeing a \$50 cost per new patient acquisition and 382% ROI with direct mailers.



STRONG WEBSITE FOUNDATION



PRACTICE REVIEWS



DIRECT MAILERS

RESULT

Working with a marketing partner rather than hiring a company makes a world of difference for dental practices. Dr. Greer experienced this firsthand when he started working with Gargle, specifically when he began coordinating with his director. This relationship itself invested in marketing worth it to Dr. Greer because he wanted to be hands-on in executing his vision for the business.

With the help of Gargle, Dr. Greer took his practice from being outdated and slow to successful and efficient! In 2021, Dr. Greer was seeing 16 new patients a month. **Currently, his office sees 45-50 new patients a month; that's a 212% increase!** Dr. Greer noted that the two ways that new patients found the practice was through either a positive Google review or direct mailers. With strategic collaboration and high-quality products, **Lakeland Family Dentistry sees a 9000% ROI each month.** Lakeland Family Dentistry continues working with Gargle to target the patient count and quality they strive to see each month.

