

CASE STUDY

Cherry Orthodontics
x Gargle

Targeting quality patients
with social media advertising

INDUSTRY

Dental Marketing

WEBSITE

gargle.com

HOW CHERRY ORTHODONTICS BROKE THROUGH THEIR NEW PATIENT PLATEAU

Overall, Cherry Orthodontics was doing well with their marketing. They had a steady flow of patients and a strong marketing foundation. However, their office manager, Krystina, wanted more new patients looking for high-dollar treatments. With her business background, she decided to think outside the box. Working with Gargle, their trusted marketing partner, Krystina and Gargle put together a social media advertising plan and strategy. They decided to allocate \$1000 per month to social media ads in order to increase website visits, generate leads, and attract new patients.

Gargle[®]



\$6.33
COST EFFICIENCY



1287
INCREASED CLICKS



56%
NP INCREASE

STRATEGY

Cherry Orthodontics and Gargle developed and executed a social media advertising campaign to target their ideal patient. The strategy focused on leveraging platforms like Facebook and Instagram to reach the local community and engage potential patients. Key elements of the strategy included:

- Designing compelling ad creatives highlighting the practice's services, expertise, and promotional offers.
- Implementing precise targeting based on demographics, interests, and location to reach the most relevant audience.
- Continuous monitoring and optimization of ad performance to maximize results within the allocated budget.



COMPELLING AD CREATIVES



PRECISE TARGETING



CONTINUOUS MONITORING

Gargle®

RESULT

Krystina was ecstatic with the way that Gargle was able to boost their online presence and generate more new patient leads by strategically using social media ads and managing their resources well. Some of the key success indicators that Cherry Orthodontics saw were:

1: Increased Clicks: Over the course of one year, the number of clicks on Cherry Orthodontics social media ads went from 695 to 1287, **which means over 600 unique potential new patients were visiting their website in less than a year.**

2: Lead Generation: Gargle's ad expertise drove a remarkable transformation in lead generation, **with the practice going from zero leads to acquiring 146 leads or new patients that filled out a form for an appointment.**

3: Cost Efficiency: Cherry Orthodontics averages a \$6.33 cost per patient, ensuring an amazing return on investment on each new patient that they acquire.

4. Click-Through Rate (CTR): The campaign achieved an **impressive click-through rate (CTR) of 11.7%** which is well above industry average for dental social ads. This proves how well Gargle social ads connect with target audiences.

Cherry Orthodontics collaboration with Gargle yielded remarkable results, transforming its online presence and increasing new patients by 56%, with about 16% of new patients being implant cases. By strategically leveraging their partnership with Gargle and executing social media advertising, Cherry Orthodontics optimized their marketing budget and resources to see the highest return on investment, which was their ultimate goal! Working with a marketing partner like Gargle helped Cherry Orthodontics achieve this success. Cherry Orthodontics trusts Gargle with their marketing budget, and it continues to pay off.