

## CASE STUDY

### Acre Wood Dental x Gargle

Recognizing the benefits of new patients for sustained practice growth.

## INDUSTRY

Dental Marketing

## WEBSITE

[gargle.com](http://gargle.com)



600%  
COLLECTIONS



350  
NPS/MONTH



4 TOTAL  
LOCATIONS



## SO YOU DON'T NEED NEW PATIENTS

### Finding Growth Within a Full Schedule

In the early days of Acre Wood Dental, owners Dan Johnson & Dr. Benjamin Johnson tried anything and everything regarding marketing. Some marketing tactics worked to maintain their patient base. However, Dan and his brother, Dr. Johnson, weren't seeing the results they wanted. They knew there was a missing piece to the marketing puzzle. **The missing piece? New patients.** Without new patients, momentum and growth become paralyzed, even with a full schedule of returning patients on the books. Acre Wood Dental was doing well with maintaining patients, **but they didn't fully realize the value of new patients and how it would impact their business.** That is when they started working with **Gargle**. Acre Wood Dental knew they needed to be strategic with how they invested their marketing budget. Most marketing companies take your money and leave you high and dry. Acre Wood Dental wanted to ensure they developed a collaborative relationship with Gargle and overcome the "sinking ship" effect that most practices get without prioritizing getting new patients through the door.



"What would you say to a dentist who says they are too busy for new patients?"

"That means they don't want to grow. Their practice is dying, and they don't realize it. No business says they don't want more clients. Dentists need to prioritize new patients to set them up for success in all their business decisions. Having a strategic marketing partner like Gargle is the first step in building a successful practice. Start something today and go all in!"

- Dan Johnson (Acre Wood Dental)

Gargle®

# STRATEGY

Gargle implemented a patient-focused marketing strategy for Acre Wood Dental. The first step was to build a strong foundation with the website. The website is the anchor for new and returning patients. Gargle created a platform for Acre Wood Dental to emotionally connect with patients through compelling visuals and team stories.

In addition to the beautifully designed website, Gargle used SEO and keyword targeting to drive traffic and clicks for the website. This user-friendly website features clear calls to action and readily accessible information for new and returning patients to book appointments. After website enhancements, the Gargle team launched a multi-pronged marketing campaign. This included Google Ads, social media, and SEO, initially focusing on new patient acquisition.

Over time, the focus shifted to high-value procedures like implants and Invisalign. This strategy, combined with a skilled team, significantly boosted Acre Wood Dental's success. They experienced a 600% increase in collections, went from 35 patients a month to 350, and grew from one to three locations in just four years.



## STRONG WEBSITE FOUNDATION



## COMMUNITY CONNECTION



## HIGH-DOLLAR TARGETED ADS

# BENEFIT

Acre Wood Dental faced a clear choice: progress or regress. Recognizing the crucial role of new patients, they partnered with Gargle to outsource their marketing. This strategic decision has yielded remarkable results: a 900% increase in new patients and a monthly ROI exceeding \$400,000.

Acre Wood Dental effectively targets their ideal patient base by employing a multi-faceted approach (Google Ads, SEO, Social Media). Acre Wood Dental's success demonstrates the power of a well-executed marketing strategy to drive significant growth and profitability for dental practices.

