

CUSTOMER CASE STUDY

How Kalyani Dental Lounge generated 178 high value patient leads in 9 months by reaching 135K people in their target market

THE CHALLENGE

Lack of brand awareness led to high value patients choosing local competitors for aesthetic treatments

Kalyani Dental Lounge was relying on long-established ways of generating new patients for its cosmetic procedures with limited success. Prospective patients had few ways of discovering the practice and learning about its treatments, and were naturally favouring local competitors with a stronger online presence. Clinical Director Dr Michael Tang wanted his practice to become the preferred choice in Glasgow for patients wanting Invisalign, Botox treatments, dental implants and 'teeth in a day'. Implant surgery, bone and soft tissue grafting, and sinus lifting were also a core part of the practice's value proposition that more patients needed to be aware of. What could Dr Tang do to successfully attract high value patients to his premium cosmetic treatments?

THE SOLUTION

Use a multi-channel approach to serve highly targeted content to high value audiences

Dr Tang is now engaging high value patients on their preferred channels, at a time when they're most receptive to his messages and in a tone that resonates with them. This multi-channel approach has significantly increased Kalyani Dental Lounge's brand awareness. Patients can now learn about the practice and its life-enhancing aesthetic treatments through targeted social campaigns, personalised email and other content that is tailored specifically to their stage of the buyer's journey.

Dr Tang used Somnowell Marketing to design and implement the overall strategic solution. The agency continually optimises the practice's website, its social channels and paid campaigns. Kalyani Dental Lounge's team receives regular updates from the agency about what has been achieved and ongoing recommendations about how the practice can gain greater market share from local competitors. Now his digital performance is consistently improving, Dr Tang is free to carry out more and more of the treatments he is passionate about performing.



Somnowell has helped drive new high value patients to the practice. Our online presence has dramatically improved in an increasingly crowded market as a result of improvements to our website content and optimisations on the various social media platforms.

Michael Tang, Clinical Director and Implant Dentist
at Kalyani Dental Lounge

PRACTICE HISTORY: A boutique dental clinic situated within the heart of Glasgow City Centre

THE RESULTS:

19

new patient leads generated on average each month

178

leads generated in 9 months

3.27%

of ad clicks resulted in a lead

135,000

people reached in 9 months of paid search activity

40%

increase in unique monthly website visitors in 10 months



leads generated for Implants and Invisalign treatments