

CUSTOMER CASE STUDY

# How Longwood House Dental Care generated 228 high quality leads in 12 months after transitioning from DIY marketing to a specialist dental agency

## THE CHALLENGE

Do-it-yourself marketing proved time-consuming and wasn't generating enough high-quality leads

Dr Tasleem Ahmed was successfully generating leads for Longwood House Dental Care, but was finding it challenging to increase the number of new patients for specific treatments, such as implants, Invisalign and clear braces. She found herself spending hours of her valuable time self-managing digital marketing campaigns with limited results.

Her ultimate marketing goals included increasing awareness of her credentials and the CPD events she holds for local dentists. Dr Ahmed has been recognised by the Leading Physicians of The World for her leadership and achievements in the field of dentistry.

Understandably, she wanted to also gain an edge over her local competitors by marketing Longwood House's high standards of customer experience. But with these and other priorities placing more demands on her time, how could she continue managing the practice's digital marketing by herself?

## THE SOLUTION

Out-source digital marketing and create an overarching strategy that improved lead quality and increased awareness among patients and dentists

Now Dr Ahmed and her team have a clearly defined marketing strategy for Longwood House. She used Somnowell Marketing to create the solution and execute on it in less than 4 weeks. This wrapped the 3 core requirements of direct-to-patient marketing, event marketing and brand awareness into one overarching strategy with distinct deliverables and outcomes.

In line with these goals, the agency team continually optimises the practice's website and content assets to improve online visibility and enhance the customer experience. They created specialist landing pages for highly targeted Facebook, Google Ads and Pay-Per-Click campaigns. These have significantly increased the number of leads coming from these channels for key dental treatments.

Dr Ahmed now has an overview of the metrics that matter the most to her practice, including which channels are best at generating new patients. This knowledge empowers her to make astute financial predictions about where to focus her spend to generate a higher return on her investment.



*I was originally doing the digital marketing for our practice myself with some success and had a presence on social media, too. After following Somnowell Marketing's emails where they shared helpful tips on how to do digital marketing by yourself, I decided to engage with them as I was keen to see more new patients for implants and Invisalign in particular.*

*I was a bit hesitant at first as I didn't feel my website was quite up to scratch, but after reviewing Somnowell Marketing's approach to generating new patients and improving my visibility online, I felt confident we would see results quickly.*

*Fast forward 12 months to today, and I am very happy to report that my website looks much better, updated with regular and valuable content for my patients, and we have a steady stream of well qualified patient leads arriving with the practice every week as a result of the campaigns we are running.*

Tasleem Ahmed, Cosmetic & Implant Principal Dentist, Longwood House Dental Care

### PRACTICE HISTORY:

Specialist Dentist and Implant Practice situated in Ilford, Essex

## THE RESULTS:

**228**

leads generated in 12 months

**19**

new patient leads generated on average each month



leads generated for general dentistry, orthodontics and implant treatments

**5.6%**

of ad clicks generated a lead

**150,000**

people reached in 12 months of paid search activity



website's Domain Authority score increased from 23 to 26 in 12 months

**48%**

increase in unique monthly website visitors in 18 months



desktop search visibility increased from 1.31% to 6.50%



mobile search visibility increased from 1.20% to 7.51%