

CUSTOMER CASE STUDY

How Maira Wong Orthodontics increased website traffic by 52% in 12 months and produced over 100 high quality leads

THE CHALLENGE

Poor quality leads resulted in hundreds of time-wasting phone calls

To improve lead quality and start attracting patients who were in her target market, Dr Maira Wong's practice in Kensington, London, needed a highly targeted digital marketing and SEO strategy that effectively engaged affluent individuals. Knowing that fielding hundreds of enquiries for free consultations was not an effective or efficient way of increasing her client base, Dr Wong needed to find a way to reinforce the exclusivity of her practice. Her goal was to generate new patient appointments for orthodontic treatments, with Invisalign, nervous patients, paediatric patients and orthognathic surgical patients also being targeted. So how could she attract appropriate patients more successfully?

THE SOLUTION

Use a direct-to-patient marketing and SEO strategy to create a buyer's journey that attracted and nurtured high quality leads to conversion

Now Dr Wong has highly targeted campaigns that offer a clear path for prospective patients who are able to purchase her treatments and procedures. She used Somnowell Marketing to create the end-to-end solution, including the strategy, digital marketing campaigns and ongoing optimisation.

In just 4 weeks they designed, constructed and launched campaigns that promoted Maira Wong Orthodontics' main dental treatments to local patients. Traffic was then directed to landing pages using Google Ads and Facebook campaigns. To increase organic traffic, a content strategy was developed with frequent, relevant content produced and shared on their website and social channels. Additionally, the website was optimised against their main keywords, ensuring high page rankings from the main search engines.

Dr Wong and her team receive regular updates from her account managers, who monitor her campaigns to ensure she achieves a maximum return on her investment. Now, rather than attracting high volumes of unwanted calls, patients in her target market can self-educate and qualify themselves, freeing up Dr Wong's time by ensuring she only engages with sales-ready customers.



“

We have worked with a number of different marketing social media companies. Working with Somnowell allows us direct contact with members of staff who are able to update our social media channels in real time. For the first time ever we are actually getting patients coming to us via our website that are appropriate to the services that we are providing.

Thank you Somnowell for connecting us with the clients that are looking for us!

”

Dr Maira Wong, Owner & Consultant Trained Orthodontist

PRACTICE HISTORY:

A leading central London orthodontic and paediatric dental practice that launched in 2014

THE RESULTS:

52% increase in web traffic in 12 months

20% increase in unique monthly website visitors in 9 months



leads generated for general orthodontistry, children's orthodontics, accelerated orthodontics, jaw surgery and more



website's Domain Authority score increased from 23 to 30 in 18 months

315,000 people reached in 2 years of paid search activity

4.18% of ad clicks generated a high quality lead

216 high quality leads generated in 2 years