



Client Case Study

LOCAL DENTAL PRACTICE FOCUSED ON PROVIDING
HIGH-LEVEL CARE

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BrentonWay



BRENTON WAY INC.

Our Approach

EVERY BUSINESS IS UNIQUE, SO WHY SETTLE FOR TRADITIONAL MARKETING CAMPAIGNS THAT PROVE NO ROI? BRENTON WAY'S CORE BELIEF IS THAT YOUR UNIQUENESS IS FOLLOWED WITH TAILORED SOLUTIONS BY A WORLD CLASS MARKETING TEAM. EXPECT AGILE GROWTH ACROSS VARIOUS VERTICALS AND A PLANNED OUT LONG-TERM STRATEGY TO POSITION YOU AS A THOUGHT LEADER IN YOUR VERTICAL.

BRENTON WAY USES TECHNOLOGY AS A CATALYST TO DRIVE DEEP DATA ANALYSIS AND PROOF OF CONCEPT STRATEGIES FOCUSED ON BUILDING VALUE AND NOT "FLUFF". IS A DATA-DRIVEN MARKETING AGENCY WITH A FOCUS ON BUILDING VALUE. WE BRIDGE THE GAP BETWEEN YOU AND YOUR AUDIENCE BY USING INNOVATIVE TECHNOLOGY. LET US BRING YOUR IDEAS TO LIFE.

SINCERELY,
JONATHAN SAEIDIAN, CEO

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Overview

COMPANY

Open Care Dental Center

PAINPOINT

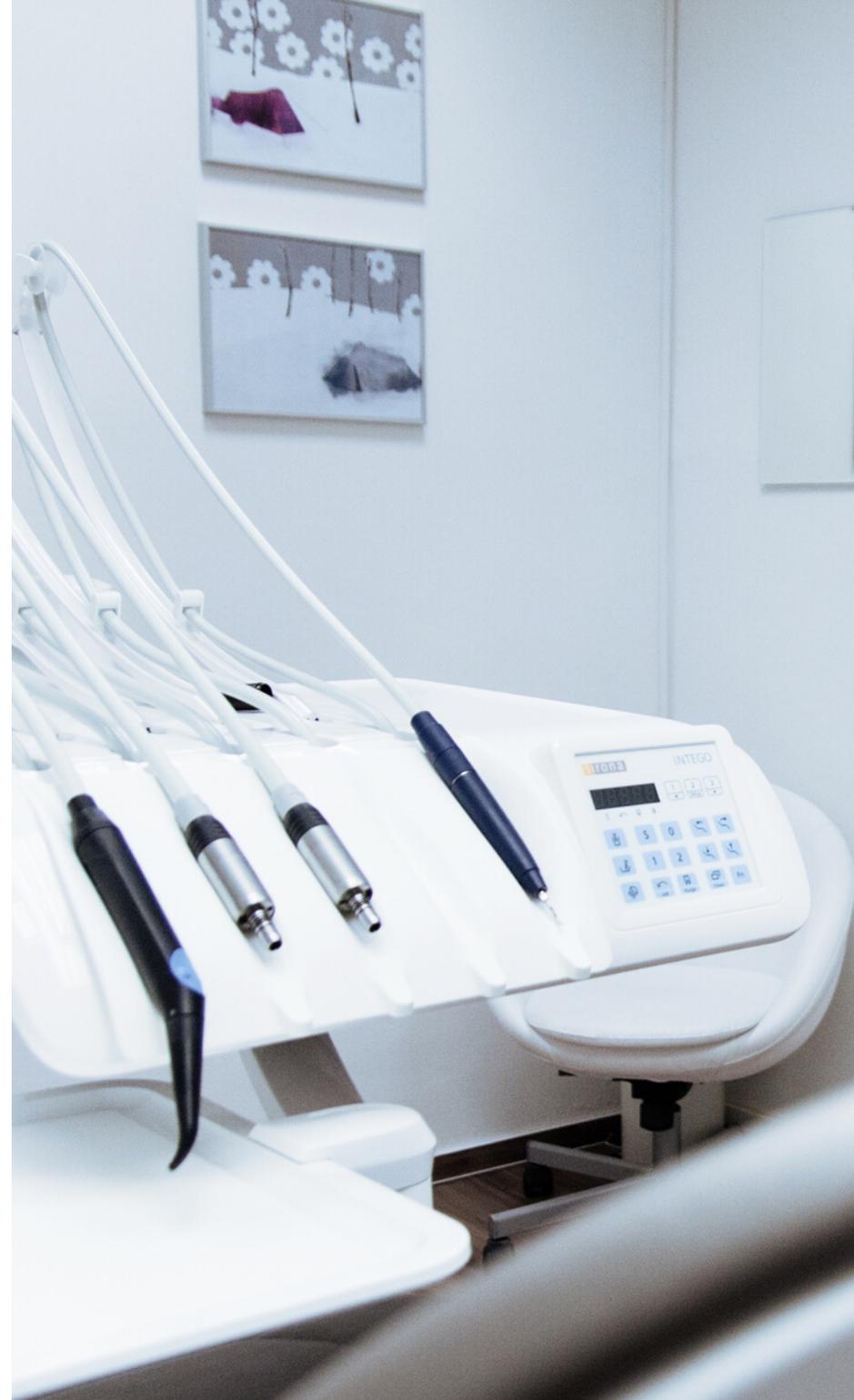
Increase site traffic & sales

COMPANY FOCUS

General dental practice with dental implant care

Case Summary

See how we successfully turned this power couple to LA's #1 periodontal care center & helped them drive 300% in call volume, 50% increase in contact form fills, 620% ROAS for Google Ads, 100k social impressions, and 320% increase in SEO traffic in 6 months.



Identifying The Painpoint

Open Care Dental Center was looking for a digital marketing agency to help set them apart from competitors around their local area by increasing their online presence.

Their local reviews were much lower than competitors, their organic rankings were not being shown up anywhere near the first page, their ads campaigns were not properly organized to traffic conversions, and their website was not tested accurately for conversions.

They wanted a digital marketing company to help revive their businesses, digital sales, build their brand, increase their awareness, and launch successful social media campaigns to grow their presence.

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Client Requests

- Stronger conversions
- Increase local search rankings
- Better content that explains their practice areas
- New relationships with bloggers & press

Our Solutions

- SEO
- Digital PR
- Google Ads
- Content Creation (Written & Infographic)
- Omnichannel marketing funnel (digital to instore conversion)

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Our Results

→ Generated over +3500 in new monthly visitors to the website

→ Increased phone calls by 120% from last year

→ Increased SEO traffic by 370%

→ Improved the brand positioning through content, social, and website design to see a 15% increase in site engagement

→ Delivered a 740% ROAS on Google Ads

→ Redesigned website flow for new brand model & optimized for customer experience.



+370% INCREASE
IN SEO TRAFFIC

GENERATED
OVER +3500 NEW
MONTHLY USERS

RESULTS

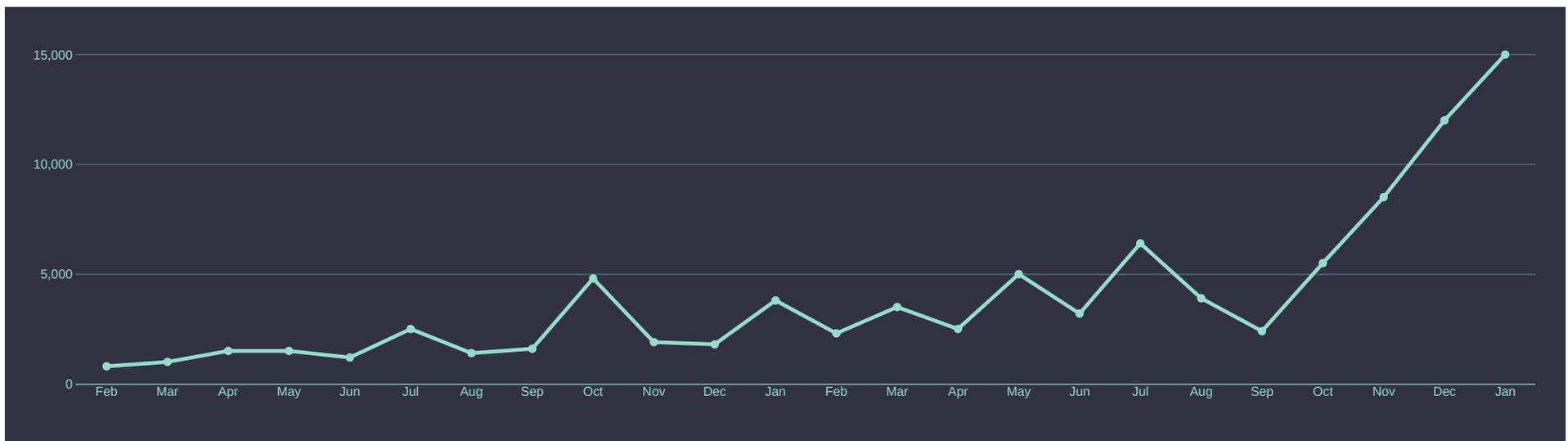
940% RETURN ON
AD SPEND

+120% INCREASE
IN PATIENT
PHONE CALLS

SEO Success

Restructured critical practice internal pages and optimized important keyword search terms related to periodontal services.

Increased SEO traffic by 370% resulting in 5000 new monthly site visitors



Google Ads Success

A/B tested strong sales landing pages & brand recognition by helping potential patients through a series of qualifying questions.

Generated a **940% ROAS** on the highest conversion value services such as dental implants.

Content Creation Success

A/B tested strong sales landing pages & brand recognition by helping potential patients through a series of qualifying questions.

Improved the brand positioning through content, social, and website design to see a **15% increase in site engagement.**

