

Smile Designer sees remarkable jump in new-patient calls with Mobile Ads



About Smile Designer

- smiledesignerdds.com
- Practice in Arlington, Virginia
- Highly trained dental specialists

Goals

- Increase call volume and appointments
- Reach on-the-go consumers searching on mobile devices
- Establish strong new patient base

Approach

- Created mobile campaign for specific practice areas
- Wrote relevant and mobile-specific ad texts
- Added clickable phone number to ads
- Used keywords to reach people searching for specific dental services

Results

- Boosted CTR by 74%
- Lowered CPC by 34%
- Raised visibility of new practice in highly competitive metropolitan market

Attracting patients who value good dentistry

Dr. Rania Saleh founded Smile Designer in Arlington, Virginia, in 2010. A general and cosmetic dentist, she included an orthodontist and a periodontist in her practice. This trio of specialists takes pride in creating a first-class experience for patients, and Dr. Saleh has been recognized as one of the nation's top dentists by the Consumers' Research Council of America.

"I wanted to open a practice that was very patient-centered, very modern, where I see one patient at a time," Rania Saleh says. "I do the treatment from start to finish, with the other specialists who have joined me. We offer a comprehensive approach to dentistry. We want to attract patients who value good dentistry and want the best treatment they can get."

Dr. Saleh tried advertising in a local magazine when she opened the practice, with disappointing results. She also launched an attractive website that offers information on the practice, staff profiles, an office tour, a "smile gallery" of photos showing actual patients, and links to starred reviews on Google, PatientActivator, and ZocDoc. Once it was up and running, however, this site still ranked far down in Google search results. Prospective clients had to be able to find the new practice.

Starting out with AdWords and Mobile Ads

Confident that they could raise Smile Designer's online profile, "we started an AdWords campaign immediately," Dr. Saleh says. She and her husband, Khaled, had little experience with digital advertising, but found AdWords easy to use as they began adding keywords and testing ad copy they wrote themselves. These ads worked well, and Google AdWords now constitutes about 95 percent of the practice's advertising.

Dr. Saleh next decided to try mobile ads to reach Northern Virginia's and metropolitan Washington DC's very mobile and tech-savvy population. The Salehs worked with a Google account manager to create a mobile-specific AdWords campaign. The ads were specific to the various practice areas, such as braces, general dentistry, orthodontics, periodontics, etc. They included keywords chosen especially for mobile users, mobile-specific calls to action (such as "visit us now," with a map showing search results), and text that included phone numbers.

A mobile campaign can provide a competitive advantage; 77 percent of local information seekers call or visit a business after looking up local information on their smartphones.* When Smile Designer launched its campaign, calls from prospective clients quickly increased. "Mobile lets us reach people whenever and wherever they are," Dr. Saleh says. "Patients with emergencies see our ad and use the click-to-call feature to call us right away. Others might discover our mobile ad when looking for a local dentist, then call us later from home after reading about our services and seeing the positive reviews on Google Places. Mobile helps us create a seamless experience."

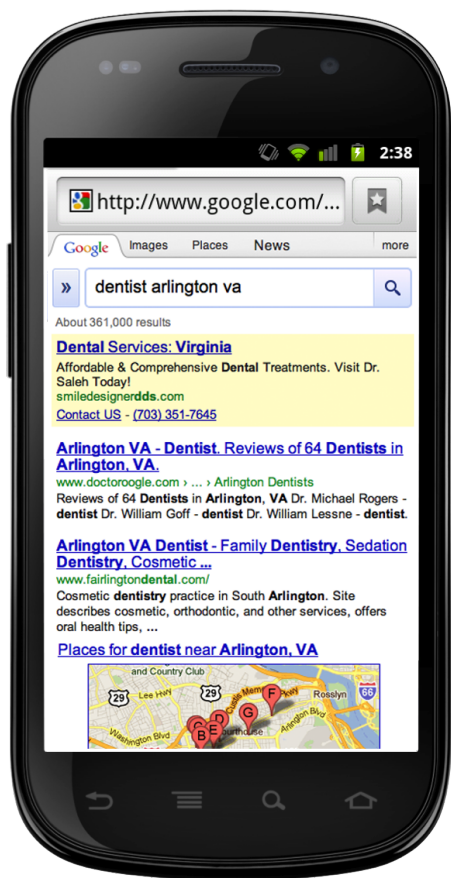
Raising the local profile

The AdWords campaigns undoubtedly have raised Dr. Saleh's visibility among prospective patients. Her mobile presence, which offers click-to-call and other features when people are actively searching for dental

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information visit:
www.google.com/adwords



services, provides Smile Designer an advantage in a highly competitive market. Many new patients actually are excited to meet Dr. Saleh in person.

“With our mobile-specific AdWords campaign, the number of clicks increased as the cost per-click went down. We can see clicks specifically for orthodontist, dental implants, teeth whitening, etc.”

Easy to monitor

Khaled Saleh carefully monitors traffic to Smile Designer’s website. Hits on the site jumped when the practice began using AdWords, as did the number of phone calls. “I can tell how many people are visiting from AdWords or from other sources,” he says. “I can see when somebody is searching, coming through AdWords and spending a few minutes on the website. I can tell if it’s working or not. iPhones and mobile phones will continue to gain popularity. It’s great to target mobile and distinguish where traffic is coming from.”

Measuring the results

The effect of the AdWords campaigns was dramatic. Smile Designer’s click-through rate (CTR) on mobile devices has jumped 74 percent. At the same time, cost-per-click (CPC) dropped 34 percent. Having realized the growing number of mobile visitors to their site, Smile Designer is now planning to optimize their site for mobile users.

*Google and OTX 2010: US Smartphone Users

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