

## HOW A DENTAL CLIENT INCREASED NEW PATIENTS BY 130% AMID A PANDEMIC



### About Hall Family Dentistry

With over 300 5-star reviews, Hall Family Dentistry is a staple for families located in southeast Indianapolis. After serving in the Dental Corps of the U.S. Army, Dr. Hall returned home to Indiana to open his own practice, where he continues to change lives through relationship-based dentistry. For nearly half a decade, Big Buzz has been proud to work alongside Dr. Hall, his amazing staff and his beloved dog Blue.



### The Challenge

As for many practices across the US, the events of 2020 presented their fair share of challenges such as mandatory closures and health concerns among potential new patients. Prior to the pandemic, his goal was to increase monthly average new patients to 90 by October of 2020.



## The Solution

As a result of independent research conducted by Big Buzz, the agency knew that many people were still in search of dentists and open to dental work provided there were safety measures in place. With this in mind, the team got to work executing a 4-pronged approach to driving new patient traffic.

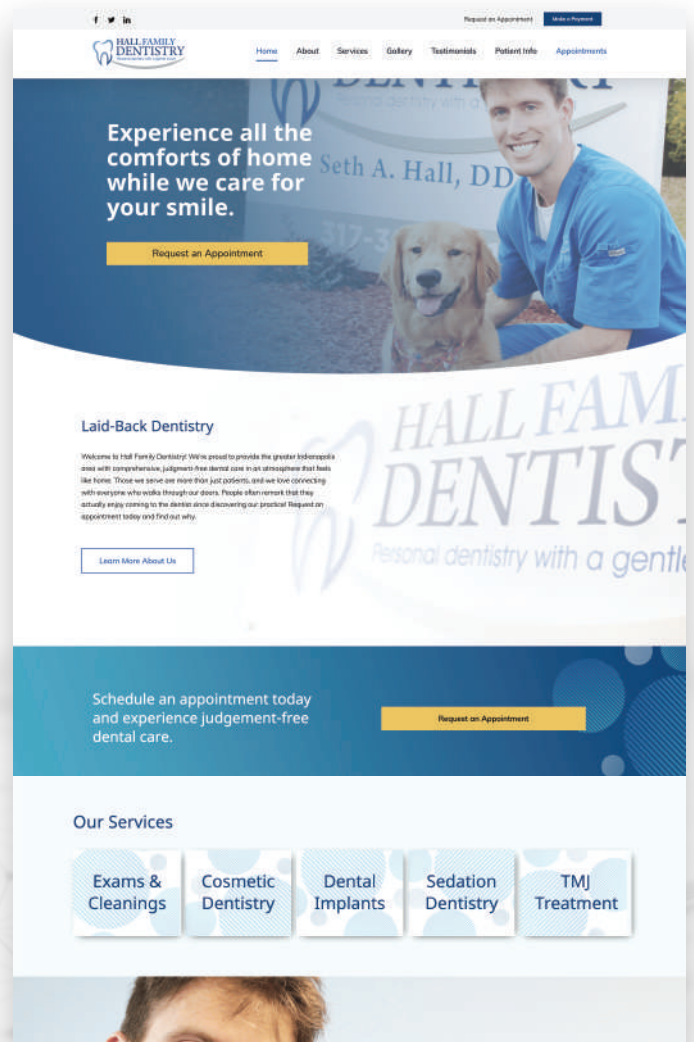
### 1 Website Updates and Indexing

Big Buzz designed a new Hall Family Dentistry website with new and revitalized copy, intuitive navigation and a vastly improved user interface. The site was then indexed on all major search engines to drive visibility. View the full website at [www.hallfamilydent.com](http://www.hallfamilydent.com).

#### BEFORE



#### AFTER



## 2 Search Engine Optimization (SEO)

As a result of the new website, the Big Buzz team was able to optimize every page with improvements like hierarchical copy and fleshed out metadata, which resulted in a 54% increase in local keyword rankings and a 109% increase in calls and form submissions.



**54% INCREASE**

In Local Keyword  
Rankings



**109% INCREASE**

In Calls and Form  
Submissions

## 3 Google Ads

The team at Big Buzz created a series of paid Google Ads to supplement the SEO measures and ensure that potential patients were being exposed to the practice. This ad campaign resulted in a 94% increase in conversions.



**94% INCREASE**

In Conversions

## 4 Social Media Advertising & Management

In addition to a paid Facebook ad campaign, Big Buzz supported Hall Family Dentistry in designing and executing several traditional posts and campaigns on Facebook, including the promotion of referral contests, a lighthearted pumpkin painting contest, positive patient interactions and more. The team distributed several non-promotional posts on Nextdoor, a highly effective yet underutilized social media platform. These measures allowed the practice to double its page likes and post engagement.

**HALL FAMILY DENTISTRY**  
Personal dentistry with a gentle touch.

### Get Your Smile Ready for Summer!

Hall Family Dentistry offers everything you need for a healthy smile that looks great.

**Schedule an appointment today and experience judgement-free dental care.**

**Give us a call at (317) 356-0919!**





## The Results

Not only did these tactics help Hall Family Dentistry reach its October 2020 goal, but they also led to a 30% increase in new patients and a 29% annual improvement in production during one of the industry's most tumultuous years in history. By January of 2021, the practice had set a personal record by seeing 101 new patients in a single month.



**130% INCREASE**  
In New Patients



**129% INCREASE**  
In Annual Production