



**DELIVERING NEW PRIVATE PATIENTS  
FOR INVISALIGN TREATMENT TO A  
LEEDS BASED DENTAL PRACTICE**



**CASE STUDY**



**Reach  
135K**



**Interactions  
2.10K**



**Show Rate  
93%**

## CLIENT BACKGROUND



Based in Leeds, UK, Corner House Dental Practice is a family driven dental practice having presence for over 20 years. Renowned for its caring and professional approach, the dental practice focuses on overall oral health through traditional restorative treatments combined with modern procedures like Invisalign.

## CHALLENGE

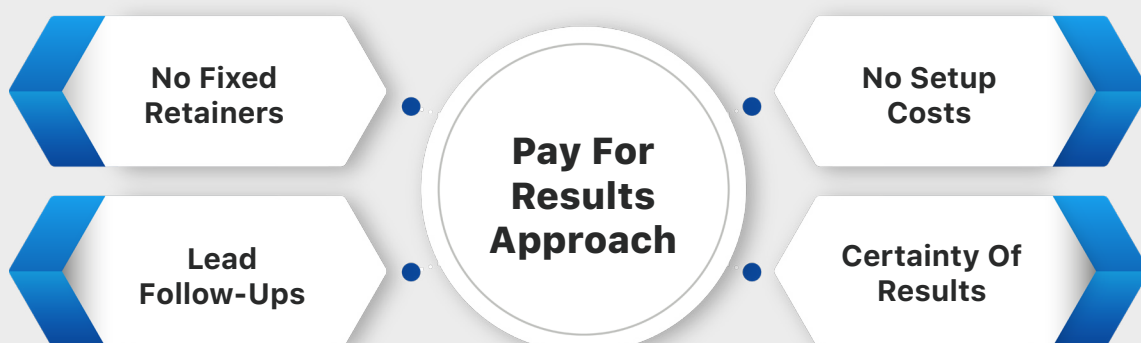
The dental practice was looking to increase private patients for its high margin service offering Invisalign, for which they ran online marketing campaigns themselves. However, due to lack of a structured lead warm-up and follow-up mechanism along with unoptimized online campaigns, desired results could not be achieved.

Subsequently, they hired a traditional digital marketing agency to fill these gaps. However, due to high retainer fees, initial setup costs and uncertain results, the dental practice did not get the desired ROI. Also, the patient show rate was low (at around 60%) leading to further lost opportunity cost.



## SOLUTION

Having burnt his fingers with past experiences, the client was initially reluctant. However, a result driven marketing model backed with money back promise (upon non delivery) was the ideal solution. The pay for results model ensured the client got the desired results, without worrying about any fixed retainers, set up costs and uncertain results.



## SCOPE

MARKETING  
PLAN

CAMPAIGNS &  
COLLATERAL DESIGN

QUALIFIED LEAD  
GENERATION

APPOINTMENT SETUP &  
FOLLOW-UPS

## HOW WE DID IT

### ■ Target

The target audience was narrowed down in line with the buyer persona for the service offering Invisalign. The campaigns were run for the target audience based on the demographics, interests and further optimized for time availability.

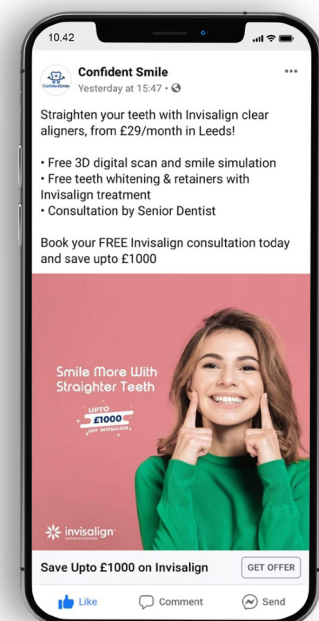
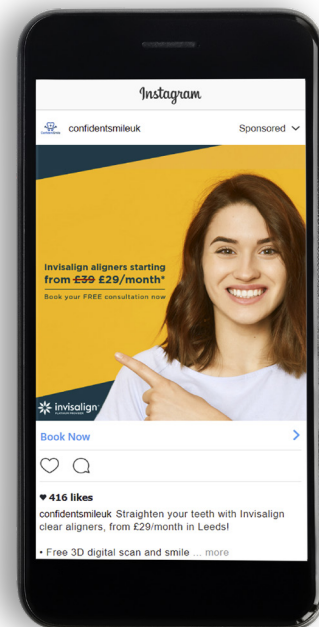
### ■ Attract

Invisalign being a smile enhancement offering, the visual impact was critical for the campaign success. The UI/UX of the micro-website and creatives resonated and attracted the target audience. We used a multi-channel approach, with key focus on creative driven platforms and created an aspirational value for the product offering.

### ■ Convert

By a strategic value adding nurturing funnel, we took the top of funnel leads and converted them into qualified appointments. Agile communication via email, SMS paired with consultative calling resulted into highly qualified patients sitting on the dentist's chair. Retargeting campaigns and email campaigns increased the recall and kept the prospect interested which lead to further improvement in the turn-up ratio and conversions.

*Images : Ad copies created for the campaign.*



## Hurdles we overcame

During the journey of the project, there were few unprecedented hurdles. Pandemic times lead to limited availability of timeslots and hence it became utmost critical to minimize the no shows. Hence, to ensure that the dentist's valuable time is not wasted, a mechanism was setup to collect a refundable holding deposit at the time of appointment booking. This resulted into high show rate of 93%. Also, we worked with the dentist for setting up of evening and weekend timeslots on selected days and ensured grouping of appointment on those days.

Further, there was a higher resistance in the patients to visit the clinic during Pandemic times. For such patients, we setup virtual consultations with the dentist. Further, consultative calling approach with assurances regarding the high sanitization standards being followed at the clinic, imbibed confidence in the patients.

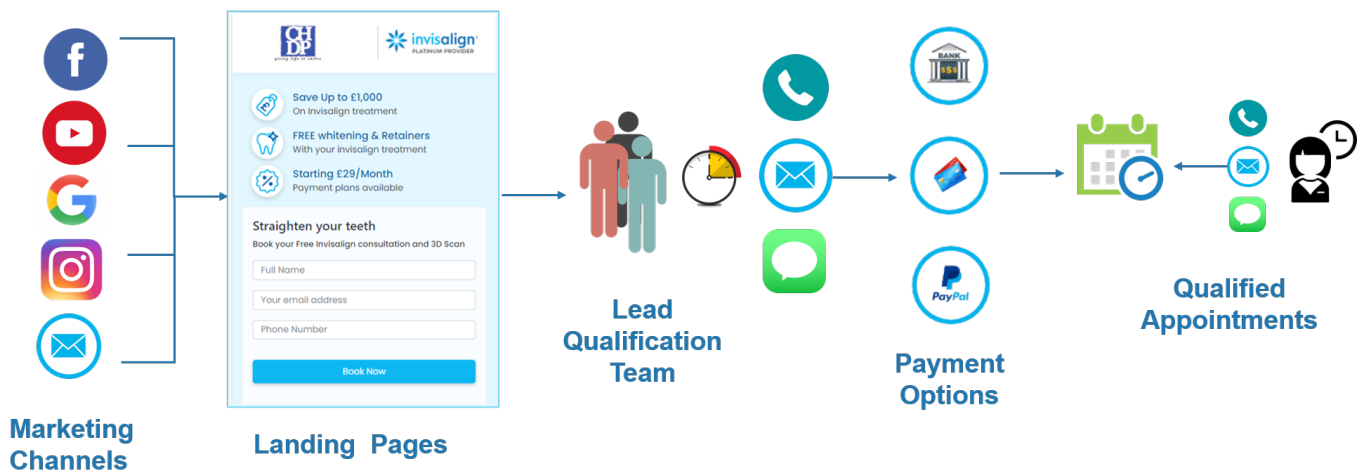
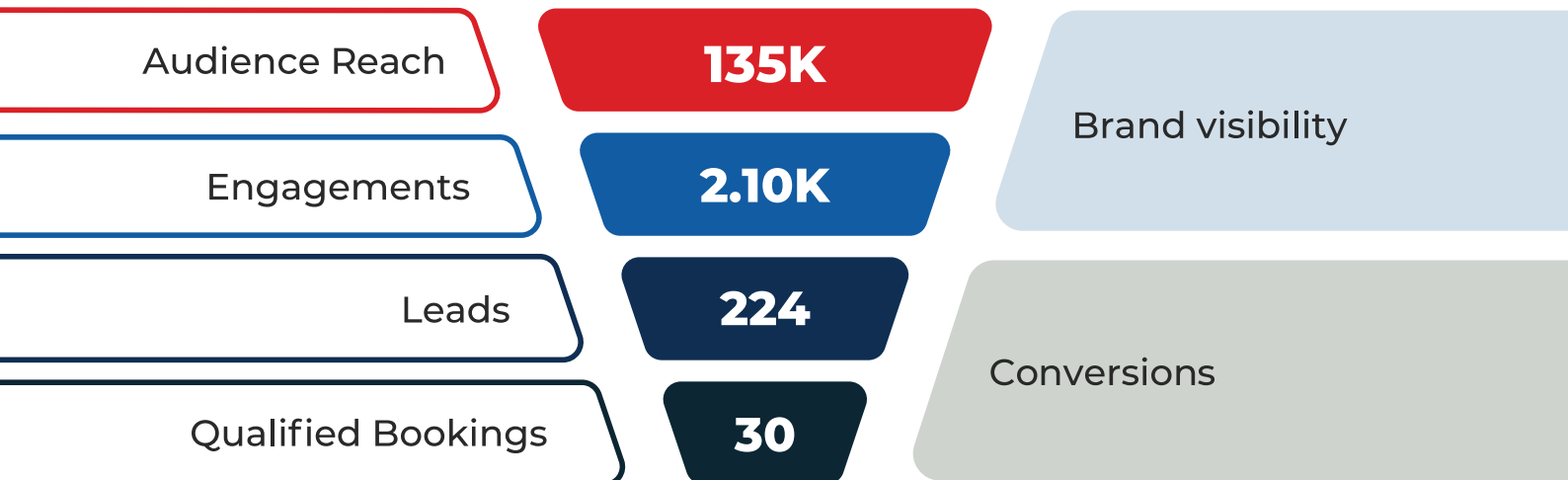


Image : Customised landing pages for the campaign.

## RESULT

In a span of 8 weeks, Corner House Dental Practice has seen a steady increase in highly qualified patients for its high value offering Invisalign. The appointments had a show rate of 93%. Also, the campaign lead to brand building and awareness of the dental practice with reach of around 135K audience.



*The professionalism and personalized service that we got from the Funnel Simplified team is unlike any other marketing agencies we dealt in the past. They have been very passionate with their approach and proactive in all thier dealings. Most importantly, they got us the new patients they promised and helped improve our online presence.*

**-Dr. Natwar Tibrewal,**  
Corner House Dental Practice



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