

Success Story: Mann Family Dental Inbound Marketing Case Study



Mann Family focused on outbound tactics like print and mailers. They were able to manage and edit their site but had no SEO plan. They needed a website redesign and an inbound marketing strategy.

- 270% – Increase in web traffic
- 10x – Increase in leads
- 50% – Increase in new patients generated from website

About Mann Family Dental

[Mann Family Dental](#) provides comprehensive dental care in a caring and relaxed environment. Their friendly and knowledgeable team helps their patients achieve optimum dental health while providing a comfortable environment. Mann Family Dental offers comprehensive family care, cosmetic dentistry, sedation dentistry and implant dentistry. They also provide emergency care.

[UPDATE: See the results after 5 years.](#)

Challenges

Before starting with Schall Creative, Mann Family Dental relied mostly on print advertising and some PPC. Their website wasn't generating leads and leads that did come in weren't converting into patients. They knew they had to make a change but they were hesitant to partner with us due to previous bad experiences with other digital marketing firms.

Mann Family Dental wanted their website taken to the next level and implement an [inbound marketing](#) plan that would give them clear results.

Developing a solid content strategy to drive traffic and convert leads

A key part of our digital strategy was organic SEO and content creation. The more broad search terms like "Dentist NH" had a lot of competition, so we focused on long tail keywords that prospective patients would be searching for. Our strategy worked, and after a few months of blogging consistently, their organic traffic started to take off.



In the first year, Mann Family Dental’s **website visits had increased by 200%**.

Website Design and Usability That Converts Visitors into Leads (and patients!).

While we were blogging away, they saw an immediate increase in phone calls from people who found their website. We can attribute this to the design and usability of the new site. People pay attention to how a website looks, and will hit the back button if it doesn’t meet their standards. The new site captured the users’ attention and led them to convert. In the first 12 months, their new patients per month increased by 50%, and all of those new patients found the practice online.

A social strategy to engage current patients and spread word of mouth referrals

A great dental office like Mann Family Dental is bound to receive lots word of mouth referrals from their current patients. We used their social media strategy to strengthen and increase that organic referral web by engaging with their patients on Facebook.