

TARGETED, LOCALLY MANAGED MARKETING FILLS OFFICE WITH NEW DENTAL PATIENTS

> THE CHALLENGE

Dr. Howard Babushkin, DDS purchased an existing dental practice, in Montclair, NJ. Dr. Babushkin was prepared for typical transition turnover of patients and he was ready to deploy a marketing plan to reach new patients. **He understood the power of a well-developed and mobile optimized website, which was a great start.**

Like many business owners, Dr. Babushkin took on the daunting task of **managing his own pay per click campaign** – a responsibility he soon found difficult to implement, as he needed to focus on his expertise: tending to his patients. The doctor **discovered he did not have the time, resources, experience or tools to monitor or optimize his daily investment.**

> THE STRATEGY

After a consultative session, NJ Advance Media’s digital team stepped in to **optimize the campaign starting with expanding the relevancy, targeting and profitability of his keyword plan** to attract patients searching for specific dental services such as cosmetic, pediatric, emergency and implants. Next, the team implemented an effective bidding structure using NJ Advance Media’s industry-leading bid management technology and other tactical strategies to improve budget efficiency and conversion - **shifting interested prospects into satisfied new patients.** The doctor’s engagement with our team and recommendations has been critical.

NJ Advance Media’s best-in-class service and communication have helped Dr. Babushkin and Montclair Digital Dentistry deploy a results driven marketing effort.

> THE RESULTS

Dr. Babushkin has referred NJ Advance Media to other business professionals who can use help in managing their digital presence in a very competitive landscape.

- Surpassed ROI for entire campaign by nearly 5 times
- 900% Return on Investment for 1 month
- Phone calls increased 88% in the first 90 days
- Click through rate increased 23% in the first 90 days
- Client committed to campaign investment & continued success



88% Increase in phone calls

“Working with NJ Advance Media has really helped my business grow tremendously. Three out of four new prospects that call are coming from our Google search campaign.”



Dr. Howard Babushkin, DDS
Montclair Digital Dentistry