



*Lakeland Smile Experts specialize in General, Cosmetic and Surgical Dentistry. They are located in Lakeland Florida and opened their offices in September of 2013, which is around the same time they enlisted White Shark Media's services.*

## The Challenge

Lou Zaour, Lakeland Smile Experts Marketing Director, became frustrated with AdWords after managing the account himself. He had a few substantial issues:

- After running the campaign for three weeks, he realized that he was unaware of the results the campaign had yielded and at what cost. The lack of tracking efforts was directly causing Lou to doubt the effect of Google AdWords.
- The cost per clicks for the dental industry are very high. The average CPC for Lakeland Smile Experts since the campaign's CPCs began at \$7.44.
- Their website was not properly optimized to attract customers and conduce to conversions.

“*Since September of 2013 my relationship with this company has grown immensely. They have created an incredible looking and user friendly website in a short amount of time. Most importantly, they have helped me maximize my pay per click Google campaigns. Any issue or question that I have, they answer immediately and professionally. Their customer service is definitely 5 stars.*

*Lou Zaour (Lakeland Smile Experts)*

Having identified the main areas that needed improvement, we set out to establishing the right goals:

- 1) Build a campaign that mimics the website structure so that we are able to be very specific about ad group and keyword selection to counterattack the high CPCs of the industry.
- 2) Be able to reach the ideal target audience (i.e. people in the targeted location in need of the main services).
- 3) Install tracking mechanisms so that we can know, and back up with data the impact that our campaign is having.
- 4) Get at least 30 leads per month coming from the AdWords campaign.



## The Solution

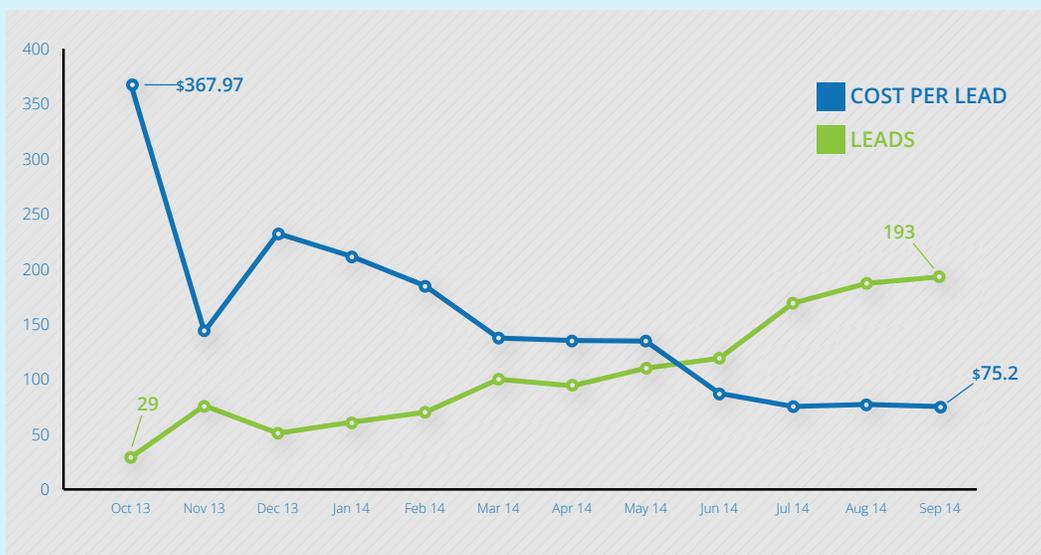
White Shark Media’s PCC Strategist, Emma Ferrey, began taking action by:

- Recommending a new website from White Shark Media that was optimized to provide a great user experience and improve the amount of conversions coming from Zaour’s website’s visitors.
- The ad copy in the ads showcased their unique value propositions like the fact that they accept walk-ins, have payment plans available for people with no insurance and their numerous new patient specials and much more.
- In order to maximize the budget, the campaign focused on advertising Lakeland Smile Experts’ main services such as Dental Implants and Teeth Whitening.
- Emma focused on advertising their main services within a 30 mile radius of Lakeland, where their office is located and the majority of their patients live.
- Call and Conversion tracking were installed on the site to monitor the ROI from the campaigns. In addition to this, Google analytics was used to further monitor performance.

## The Results

In the first month of running our new campaigns, Emma came close to reaching her target goal with 29 registered leads. As you can see in the graph below, Emma was able to consistently bring in a high amount of leads over time, and also managed to decrease the cost of acquiring such leads.

The average revenue per lead generated was tremendous, and groundbreaking for the industry, not to mention way higher than expected given the initial goals both Emma and Lou set.



Reduced cost per lead



Leads increased in one year



The continuous success of Lakeland Smile Experts could not have been achieved without a new website with, a concise PPC campaign that allowed to find quality keywords that convert at a low cost and the appropriate tracking.

At this point, Lou has been recently signed up for our SEO services, and he and Emma are in talks about expanding into advertising with Bing.



*Thank you to Lucy, Brenda, Emma and crew! Since we opened one year ago, our company has done over \$1.5 million in sales with the help of White Shark Media. Just to put this into perspective, it usually takes a brand new dental office over 10 years to break \$1 million in sales.*

Lou Zaour (*Lakeland Smile Experts*)

