

Fox Point Dental Case Study: 2020-2021

# Explosive Growth While Building a Brand and Customer Base

## Meet Fox Point Dental



*Fox Point Dental is a whole-health, family dental clinic in Lakewood, Colorado, owned and managed by Dr. Elizabeth Turner, DMD. Dr. Turner provides general, restorative, and cosmetic dental services to help her patients smile confidently, breathe clearer, and live healthier lives.*

## Challenge

After being a dentist for over 10 years, Dr. Turner was ready to take the next step in her mission to provide patients with better oral and overall health. In November of 2020, Dr. Turner entered the realm of entrepreneurship when the founders of Fox Point Dental transferred ownership to her. Along with the transfer came a few loyal patients. However, with a patient load of only 10 per month, Dr. Turner knew she had to increase awareness of her clinic and attract new patients.

## Approach

Duct Tape Marketing helped Dr. Turner and Fox Point Dental develop a strategy to announce the change in ownership, increase the clinic's exposure, and attract and then nurture new patients in the Lakewood, CO area.

## Strategy:



Identified ideal client personas



Developed core message



Outlined customer journey map



Created execution plan



Set goals to assess results and optimize the strategy further

## Implementation:

- Complete website design and development
- Full content program including blog posts and page updates
- Hub pages for key services
- Off-page and on-page SEO
- Email marketing management, including automated responses, solo emails, and newsletters
- Print ads design
- Direct mail program
- Social media management
- Collateral updates, including business cards, appointment cards, and more

- Google Business optimization
- Key metric tracking based on goals
- Quarterly strategic planning

In addition, Dr. Turner chose to place monthly ads in a local publication distributed to the Lakewood area.

## Results

Since taking over Fox Point Dental and partnering with Duct Tape Marketing in November of 2020, Dr. Turner has seen the following results :

- ⊙ **Production grew by 300%**
- ⊙ **Web traffic grew by 784%**
- ⊙ **SEO traffic grew by 1287%**
- ⊙ **Goal completions grew by 3,461%**
- ⊙ **Google My Business views grew by 659%**
- ⊙ **923 total calls [47% of which came from Google Organic alone]**

## Solution

Due to explosive marketing exposure, phenomenal reviews (for her incredible service), and recurring referrals from existing clients, Fox Point Dental now has over 70 patients per month and is continuing to grow rapidly. She is currently looking at expanding to a new location, and has also opened a new, supporting business that focuses on sleep and airway development.

## Testimonial

“Working with Sara and her marketing team has been beyond what I could have hoped for! As a doctor who is very busy dealing with patients and trying to run a business, I can't say how much I appreciate how organized, efficient, and goal-specific they are. I truly had NO idea what went into building a brand, a website, and marketing a business. From SEO to targeted ads, social media presence to blog posts, they have helped me make a dent in a saturated market. I have new patients flooding in, yet because of their brand-specific marketing, my patients know my name, my kid's names, even my dog's name. We have been able to grow in size yet not lose touch with those most important to us; our patients. I'm super excited for the future, and actually am planning on expanding my brand further with their help. Very grateful to have found this team!”

- Dr. Elizabeth Turner, Fox Point Dental

## About Duct Tape Marketing

Duct Tape Marketing is founded on the simple belief that marketing is the most important small business system. And we just so happen to believe that small business owners are the true heroes of business, so we've made it our mission to build, train, support, and teach small business marketing strategies and tactics to as many of these heroes as possible. Learn more about us at [ducttapemarketing.com](https://ducttapemarketing.com).