

CASE STUDY: Dr. Yoon Dental Practice



“ThriveHive is affordable, especially compared to niche-specific marketing providers.” - Brian Yoon, DMD

The Problem

When Dr. Yoon chose to start his dental practice from scratch instead of purchasing an existing practice, he did not have an existing client base or a marketing plan to drive his business. With over 90 dentists in a five-mile radius, he needed to stand out from the competition and he needed to do so quickly and affordably.

Dr. Yoon thought he was too busy to do his own marketing, so he originally turned to a dental focused website company to build the website that he needed to establish his web presence.

The result was a site with poor search result rankings. “My website wasn’t getting much traffic at all,” Dr. Yoon said. “It turned up on page 3 or 4 of Google, even for common search terms such as dentist + town.” In addition to a lack of Search Engine Optimization that kept him off of Google searches, Dr. Yoon’s site looked similar to almost every other dental website he saw. Without good SEO or a beautiful website, he had to rely solely on word of mouth and insurance provider listings to attract patients to grow his business.

Dr. Yoon needed a better way to attract patients. He heard about ThriveHive and liked the price, the plan, and the people. Now, Dr. Yoon says, “I’m on the first page of Google and the number of new patients per month has doubled in a single year.”

Getting a Better Website

Dr. Yoon had specific goals, but he didn’t know how to achieve them. He knew of a dental specific marketing agency, but it was expensive and results were questionable. He needed a website that represented his office and appeared on the first page of Google. He also wanted to increase his online presence in general.

ThriveHive built Dr. Yoon a brand new website for less than he had paid for his old site. It included strong calls to action and customized forms for appointment scheduling. “Now I have a beautiful website that actually represents my business.”

The website was optimized for SEO to get Dr. Yoon ranking on the first page of Google, instead of the fourth. With ThriveHive’s guidance, Dr. Yoon listed his practice on Yelp and other online directories so that new patients had more ways to discover him. With a local web presence, Dr. Yoon was prepped to take on new patients.

The website improved Dr. Yoon’s business in other ways as well. In addition to being optimized for local SEO, Dr. Yoon had a functional platform with a back-end that delivered appointment requests immediately and lead management tools that allowed Dr. Yoon to easily handle incoming leads.

“I have much more confidence in my website now – my practice shows up on the first page of Google!”

- Brian Yoon, DMD

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Marketing is Easier Than You Think

Dr. Yoon chose ThriveHive's Tandem Package, which includes ThriveHive's powerful technology platform and the one-on-one services of an expert marketing coach. "ThriveHive provides the tools and guidance that give small business owners the power to control their own growth," said Max Faingezicht, CEO and co-founder of ThriveHive.

"Online marketing can seem overwhelming at first, but personalized coaching helps our customers understand how to focus their efforts in order to see results."

- Max Faingezicht, CEO and Co-Founder, ThriveHive

The platform gave Dr. Yoon a single place to manage his marketing efforts. He became familiar with marketing his business, sending email campaigns and posting to social media right from the platform. He started by spending a half hour once a week writing blog posts with helpful tips, office information, or clinical studies.

The leads he gets from the website are organized in a contact manager, complete with activity histories so he can identify hot leads for further contact. Tracked links and telephone lines enabled Dr. Yoon to measure the success of his social media posts, email, and print campaigns.

ThriveHive's Faingezicht said, "We know that small business owners are busy people. Marketing has to be easy for them if it's going to succeed. We designed our platform with that in mind."

AdWords Boost Campaign and Monthly Reporting

As an addition to the Tandem Package, Dr. Yoon worked with ThriveHive to run a Google AdWords Boost, to jumpstart business while his organic results improved. His marketing coach explained how campaign worked, helping Dr. Yoon understand best practices, and set a reasonable budget for advertising. While his SEO was growing, Dr. Yoon started blogging and posting to social media on the ThriveHive marketing platform, ThriveHive's marketing experts managed Dr. Yoon's AdWords campaign, providing monthly reporting to showcase the results.

The leads started coming in and business boomed. Once his organic results were good enough, Dr. Yoon was able to stop paying for the AdWords campaign. He still continued blogging and posting on social media and Dr. Yoon's practice grew from an average of 10 to 20 new patients a month.

Dr. Yoon didn't need to become a marketing expert, devote hours a day to growing his practice, or spend a fortune with an agency. He just needed a little help. He got it from ThriveHive.

ThriveHive gave him expert guidance at a fixed cost without the burden of a contract. Now Dr. Yoon has doubled his patient list and outgrown his office, all in a single year. "All small business owners should learn how this stuff works," said Dr. Yoon. "It's great!"

"It's no coincidence that the number of new patients per month has doubled since I started working with ThriveHive a year ago."

- Brian Yoon, DMD