

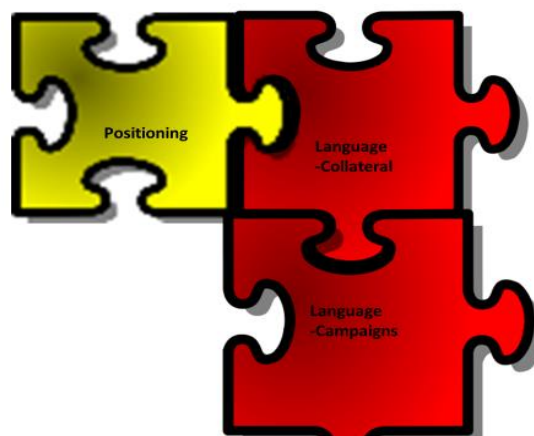
Gardens Dental Centre

A friendly long established Dental practice in the heart of the Kew.

Marketing Selection Grid

Area	Title	Key Question	Y/N/?
Find	Positioning	What you want to be famous for?	N
Find	Channels	Are the market channels identified and mined?	Y
Convert	Your Clients	How do they find you?	Y
Convert	Language	Are you happy with your marketing collateral?	N
Convert	Language	How effective are your sales teams?	N
Convert	Language	How many touch points do you have with your clients?	N
Deliver	Your Products and Services	Are these documented and segmented?	Y
Deliver	Your Clients	Are these segmented and targeted?	N

Priorities



Action for positioning

- Use live data base to enhance communications with patients
- develop charitable loyalty schemes geared around testimonials, referrals and online reviews
- Use location for local events making full use of monthly and annual community events

Action for language campaigns

- Clean up database
- Send targeted mailers for events and promotional offers
- Send monthly newsletters

Action for language collateral

- New website
- Set up across all social media platforms including Facebook ads
- Structured development of SEO to enhance online presence

Results

- Increase of client base by 25% over 18-month period estimated TO increase £90k
- Invisalign event resulted in 8 prospects and 1 £3k treatment
- Web traffic consistently increased month on month and google top 5 for 6 consecutive months

Costs

- £20k over 20-month period