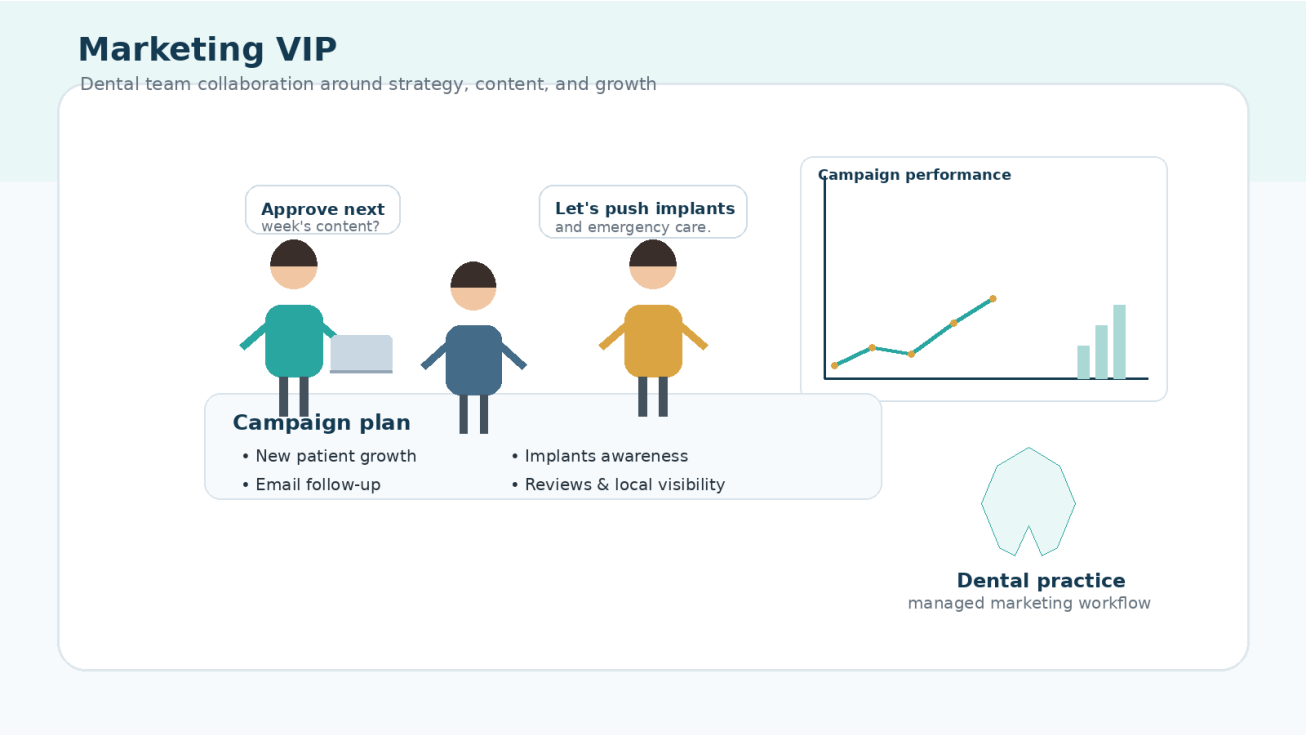


Illustrative Case Study

A Managed Marketing Transformation for an Established Dental Practice

This branded PDF is an **illustrative scenario** designed to show how the Marketing VIP managed marketing model could work for an established dental practice. The practice identity is anonymized, and all performance figures are modeled for demonstration purposes.

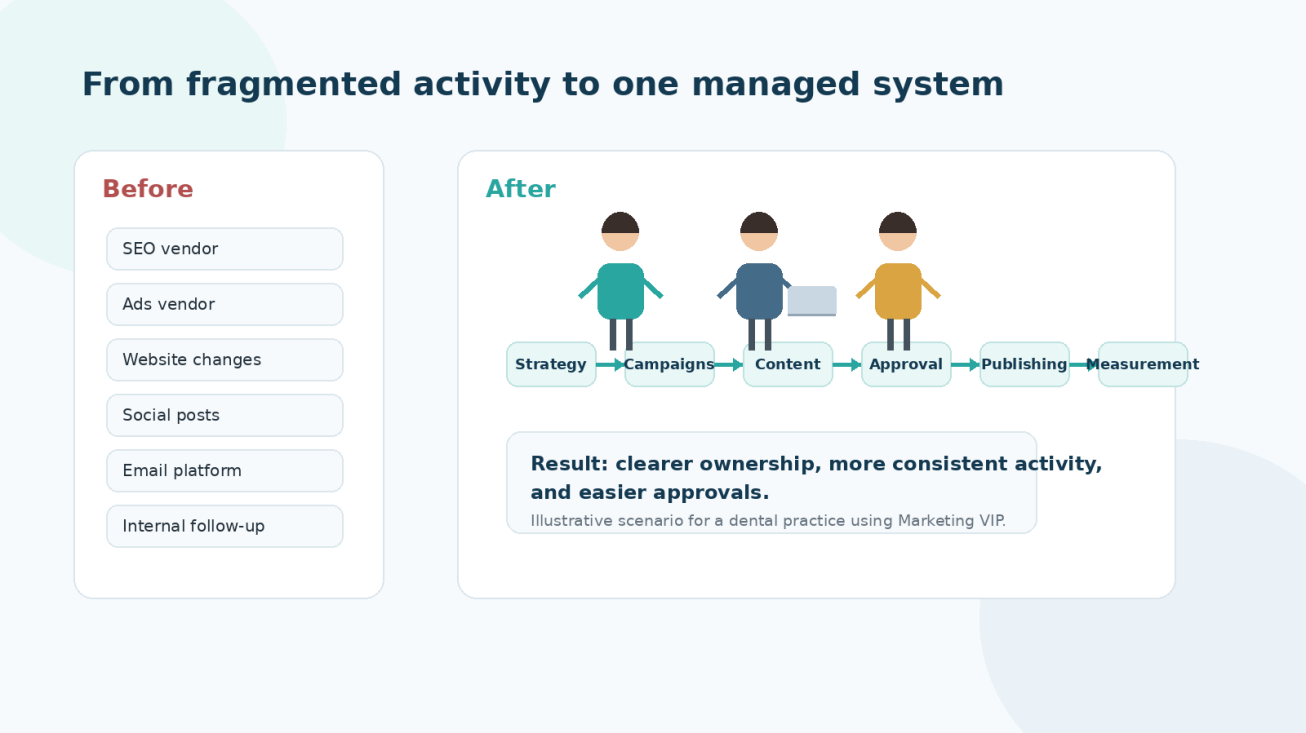
Important disclosure: the numbers in this document are not actual client results, not averages, and not guarantees. They are illustrative figures intended to demonstrate the types of metrics, workflow improvements, and business outcomes a managed Marketing VIP engagement aims to support.

Practice type	Established independent dental practice
Locations	2
Dentists	3
Approximate team size	18
Primary services	General dentistry, preventive care, emergency dentistry, cosmetic dentistry, implants, and clear alig

The business goal

The modeled practice wants to accomplish two things at the same time: **(1)** create more consistent patient opportunities and visibility in its market, and **(2)** stop making marketing an internal management burden for the owners and practice manager.

The central need is not 'more marketing tools.' The need is a repeatable system for **strategy, execution, approvals, publishing, and measurement**—without building a full internal marketing department.



The situation before Marketing VIP

• Marketing exists, but activity is fragmented across vendors, platforms, and internal staff.

• Campaigns start and stop depending on how busy the practice is.

• Content is produced inconsistently and is not always connected to a clear growth objective.

• The owner or practice manager still has to coordinate too much of the process.

• Reports may exist, but there is no single system connecting strategy, creation, approval, publishing, and performance.

Illustrative baseline metrics

Metric	Illustrative baseline
Website sessions / month	1,850
Organic search sessions / month	1,200
Tracked inbound calls / month	65

Website inquiry forms / month	17
Total tracked inquiries / month	82
Priority search terms in Top 10	10
Coordinated multi-channel campaigns	0
Content published / month	2–3
Internal marketing coordination	~5 hours / week

These figures are illustrative modeled figures only. They are shown here to make the scenario concrete, not to represent actual or average performance.

The Marketing VIP approach

Instead of immediately generating random content, the managed engagement begins by building a **Strategy Foundation**. That means clarifying the practice's market, target audiences, priority services, positioning, messages, campaign themes, and measurement priorities.

1. Strategy Foundation. Organize the practice's audience, service priorities, local market, positioning, and growth goals.

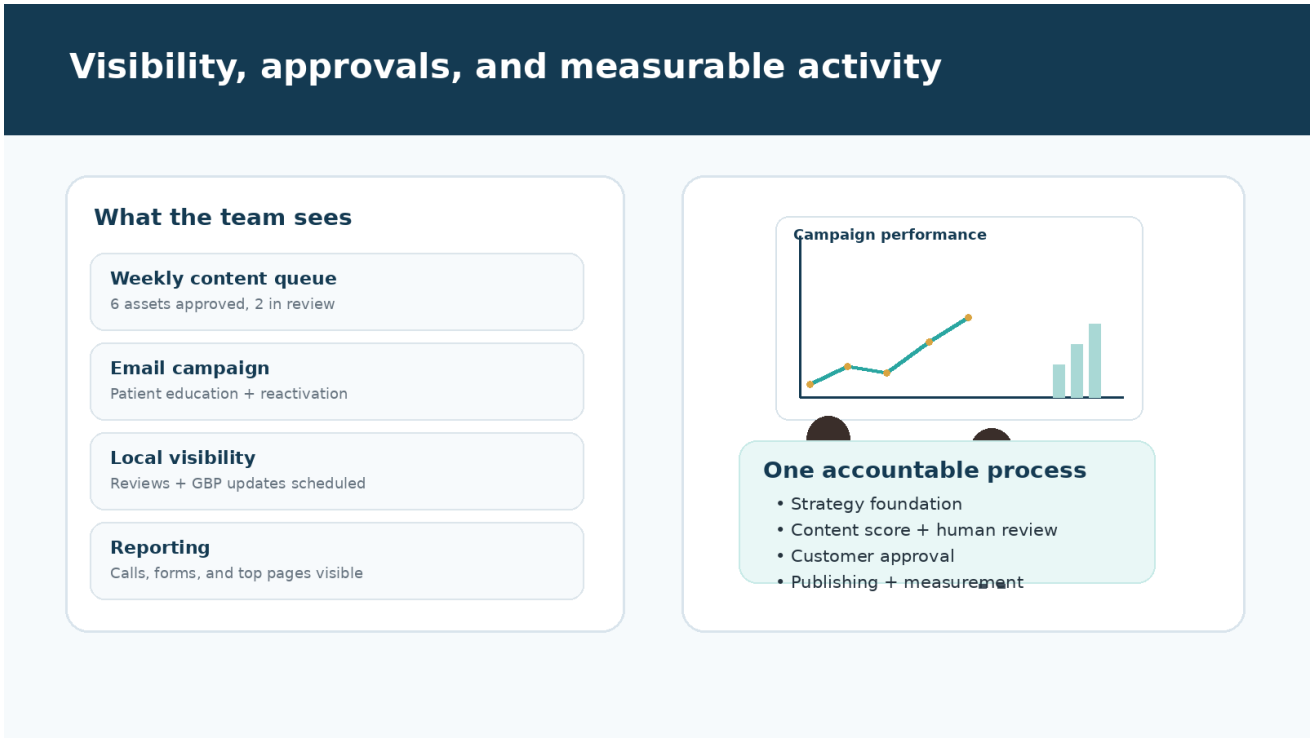
2. Campaign Planning. Create campaigns around real business priorities such as new patient growth, implants, cosmetic services, aligners, and emergency care.

3. Content Creation. Develop website content, social posts, email campaigns, patient education assets, and supporting creative from one connected strategy.

4. VIP Content Score + Human Review. Use structured review criteria to improve clarity, brand fit, and publish-readiness before content goes live.

5. Customer Approval. Keep the practice in control of what represents the brand while removing the burden of managing every marketing task.

6. Publishing + Measurement. Maintain a consistent publishing flow and measure traffic, visibility, inquiries, and campaign execution in one place.



The key difference is not simply 'more content.' It is that the practice no longer has to personally push the marketing process forward.

Illustrative results after six months

Metric	Before	After	Illustrative change
Website sessions / month	1,850	2,500	+35%
Organic sessions / month	1,200	1,680	+40%
Tracked inbound calls / month	65	87	+34%
Website inquiry forms / month	17	26	+53%
Total tracked inquiries / month	82	113	+38%
Priority search terms in Top 10	10	18	+80%
Coordinated campaigns	0	3 active campaigns	New capability
Marketing content / month	2–3	10–12	More consistent
Internal coordination	~5 hrs / week	~1.5 hrs / week	~70% less time

Most important modeled takeaway: in this scenario, tracked calls and website inquiries increase from 82 to 113 per month while the internal time required to coordinate marketing falls from approximately 5 hours per week to 1.5 hours.

What changed operationally

- The practice now has one strategy foundation instead of fragmented direction.
- Campaigns are planned intentionally instead of being created ad hoc.
- Approvals are simpler because content arrives in a clearer, more structured process.
- Marketing activity becomes visible and easier to understand.
- The owner and practice manager spend less time coordinating vendors, tasks, and follow-up.

What this is really proving

This illustrative case study is not primarily about software. It is about ownership. An established dental practice can reach a point where marketing is too important to handle casually but does not yet justify hiring a full internal marketing department. Marketing VIP is designed for that middle ground.

Could this describe your practice?

Strong fit	Probably not a fit
• Marketing keeps falling onto the owner or practice manager • Multiple vendors are operating independently • Campaigns start and stop • The practice wants growth but not a full internal marketing department • You want connected strategy, execution, and accountability	• You already have a strong internal marketing department • The practice has no capacity or no desire for growth • You only want one isolated marketing tactic • You expect guaranteed patients or guaranteed revenue • You do not want a structured approval process

Investment

$2,500 one-time setup
$999/month
No long-term contract

Next step

The point of this document is not to suggest that every dental practice will achieve the same results. The point is to show what a connected managed marketing model looks like when strategy, campaigns, content, approvals, publishing, and measurement are all moving together.

If you want to see how Marketing VIP could work for your practice, the next step is a demonstration focused on your current marketing situation, growth goals, and where execution is breaking down.

Book a Dental Marketing VIP Demonstration
See how a connected managed marketing process could look for your practice.

Disclosure: This is an illustrative Marketing VIP scenario. All traffic, inquiry, ranking, content-production, and operational figures are hypothetical modeled figures created to demonstrate the Marketing VIP managed marketing process. They are not actual client results, not averages, and not guarantees of future performance.