

Illustrative Case Study

A Managed Marketing Transformation for an Established Dental Practice

This document shows what a **managed Marketing VIP engagement could look like** for an established dental practice. The practice identity is anonymized, and all performance figures are **illustrative modeled figures** for demonstration purposes.

> **Important disclosure:** the numbers in this case study are not actual client results, not averages, and not guarantees. They are included to show the kind of workflow, coordination, and business outcomes a managed Marketing VIP engagement aims to support.

Practice type Established independent dental practice	**Locations** 2	**Dentists** 3
Approx. team 18 people	**Primary services** General, preventive, implants, cosmetic, clear aligners, emergency dentistry	**Pricing model** $2,500 setup + $999/month

The business goal

The modeled practice wants two things at the same time: **(1)** stronger and more consistent patient opportunities, and **(2)** less internal effort required to keep marketing moving.

The core need is not simply 'more marketing.' The core need is a repeatable process for **strategy, campaigns, approvals, publishing, and measurement**—without building a full internal marketing department.

Before

Marketing existed, but it was fragmented across vendors, tools, and internal staff.

- Campaigns started and stopped when the practice got busy.
- Content was inconsistent.
- Multiple vendors could be working from different strategies.
- The owner or practice manager still had to coordinate too much.
- Reports existed, but not a connected marketing system.



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 producing random content, the engagement begins by building a **Strategy Foundation**. That creates one connected system for deciding what to say, which services to emphasize, which campaigns to build, and how results should be tracked.

1. Strategy Foundation. Clarify the practice's market, audiences, service priorities, positioning, and growth goals.

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

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. Apply structured review criteria to improve message 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 activity, visibility, inquiries, and execution in one place.

Fragmented model	**Marketing VIP model**
Owner / practice manager ↓ SEO vendor Ad vendor Website changes Social / email / reviews Different reports and dashboards	Owner / practice ↓ **One connected marketing process** Strategy → Campaigns → Content → Approval → Publishing → Measurement

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

Illustrative scenario — not actual client data

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

82 → 113	~5 hrs → 1.5 hrs	3 active campaigns
Tracked inquiries / month	Internal marketing coordination	Connected campaign execution

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.

A connected marketing platform that remembers the plan



This is the heart of the managed Marketing VIP model: strategy does not disappear the moment a content piece is approved. The plan stays connected through campaigns, content, approvals, publishing, and measurement.

In practice, that means fewer restarts, fewer disconnected decisions, and a much clearer sense of what marketing is doing for the business.

Illustrative scenario — not actual client data

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	Ongoing	Terms
$2,500 **one-time setup**	**$999/month** **managed marketing**	**No long-term contract** **current public offer**

Book a Dental Marketing VIP Demonstration

See how a connected managed marketing process could work for your practice—based on your market, your growth priorities, and the places where execution is breaking down.

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.