



GOLDEN PROPORTIONS
— MARKETING —

FROM THREE LOCATIONS TO EIGHT IN JUST THREE YEARS!



Luma Dentistry is a multi-location DSO serving Central Alabama. Prior to partnering with Golden Proportions Marketing, Luma Dentistry had three locations with varying histories, different reputations in their unique markets, and individual brands. To pave the way for planned growth, Luma needed a singular identity and unified marketing strategy for all of its present and future offices.

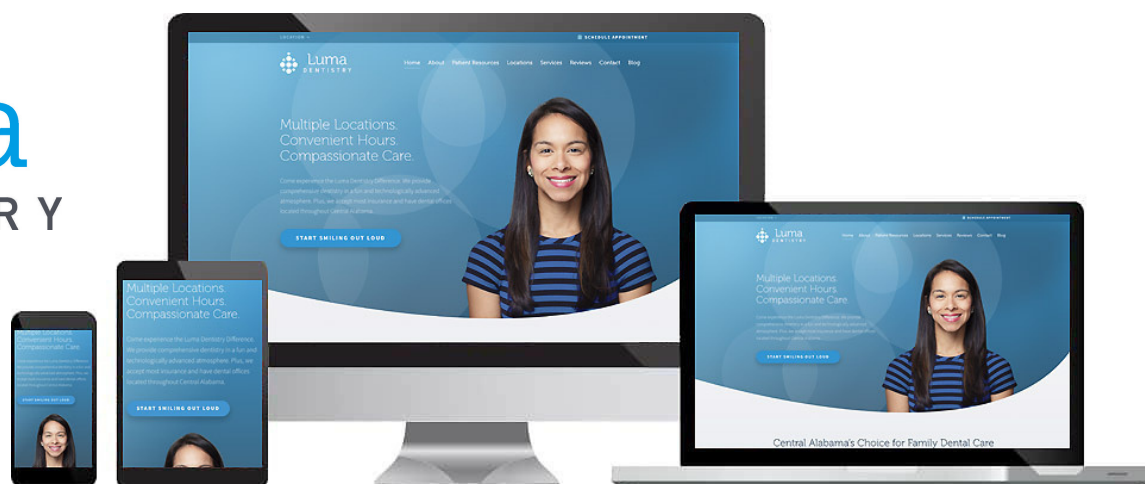
MARKETING GOALS

- Successfully rebrand all three offices under the Luma Dentistry name.
- Create an expansion plan to onboard additional locations.
- Increase new patients by 200%.

STRATEGY

- We created a custom website to serve as the foundation for the rebranding and marketing efforts, integrating custom patient photography, the ability for users to find their closest office via location sharing or zip code search, and online scheduling capabilities. The website launch also included a full SEO strategy.
- We developed an onboarding plan for new locations that included citation cleanups, website additions, SEO, and Google Ads.
- To further expand brand awareness and increase new patients we utilized a direct-response strategy, including Google Ads that targeted general dentistry keywords and direct mailers in appropriate markets.





RESULTS

- Increased website traffic by 42%*
- Increased organic website traffic by 35%*
- Reduced PPC cost-per-conversion by 23%*
- Increased new patients by 641%*
- Successfully implemented the onboarding plan while expanding the Luma Dentistry brand to 8 locations in 3 years

*Results based on April - Dec 2020 compared to April - Dec 2021

KEY TAKEAWAYS

Since partnering with Golden Proportions Marketing, Luma Dentistry has been able to grow its brand and the number of offices in the Central Alabama market. These results have allowed them to become affiliated with an even larger organization, which has alleviated doctor stress and enhanced clinical care.



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**Is your DSO ready to grow like Luma Dentistry did?
Schedule your marketing consultation today!**

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