

CASE STUDY: RAPID GROWTH – NEW PRACTICE

DR BARRY WEBBER

BACKGROUND:

Dr. Webber recently graduated from dental school. After finishing school, he wanted to move back to his hometown and start a pediatric dental practice and serve the community of his childhood.

CHALLENGE:

Starting a new practice requires two key things: money, and patients. Dr. Webber needed a loan in order to build and market the practice to bring in the patients. He wanted help to develop a marketing plan that would help him achieve all of this.

GOAL:

Dr. Webber needed rapid patient growth, but first, he needed to get the bank to approve his loan including those funds he would set aside for marketing.

SOLUTIONS:

- 1) Dental Branding first worked with Dr. Webber to educate him on brand and marketing principles, this gives us a common framework and language to work within. It also helped him to properly define his practice brand to build a proper messaging system for future marketing efforts. For Dr. Webber, the properly defined brand worked as a foundation for his business plan that he presented to the bank.
- 2) We then looked at the type of growth he was trying to achieve in his first year and helped him set a realistic budget that would allow him to do the type of marketing necessary to reach his goals.
- 3) We developed a year long marketing plan for Dr. Webber that focused on awareness and building his brand in the community.
- 4) Continued follow up helps to ensure that goals are being met and resources are being used wisely.

RESULTS:

The bank was so impressed with Dr. Webber's defined brand and marketing plan that they called Dental Branding to thank us for helping Dr. Webber and let us know that it facilitated the approval of the loan. Now that his practice is open we have been marketing consistently and helped Dr. Webber get involved in his community to build brand awareness and bring in new patients. This has resulted in his patient growth exceeding his expectations.



"In a word... wow! This will make it easy for patients and potential patients to find what they are looking for."

–Dr Webber