

OAK CREEK DENTAL CARE

Overview

COMPANY

Oak Creek Dental Care provides full service, state-of-the-art dental care with an emphasis on comfort, a non-judgmental approach and five star customer service.

CHALLENGES

Oak Creek Dental Care wanted to grow, improve the company's web presence, reach more customers and gain greater control over its website.

SOLUTIONS

Oak Creek Dental Care had used ReachLocal's ReachCast™ for several years to build its brand on search engines, social media sites, local directories and review sites. It recently began using ReachEdge™ for lead notification and conversion, lead and phone call tracking and insights into ROI. It also recently added ReachSearch™ to boost ad presence in local directories and in search engines like Google, Bing and Yahoo!

RESULTS

- Increased reviews and awareness on social media
- Significantly increased referrals
- Updated and provided greater control of website



"ReachLocal pulls it all together for us," said Kristy Walker. "It helps us manage every aspect of our marketing: our web, social, reviews and feedback – all in one location. ReachLocal is a one stop shop for us."

Kristy Walker, Hygienist & Hygiene Team Lead

Oak Creek Dental Care is Attracting New Patients Through Social Media

Founded in 1997, Oak Creek Dental Care provides full service, state-of-the-art dental care with an emphasis on comfort, a non-judgmental approach and five-star customer service. Its services range from routine cleanings to complete smile makeovers.

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"It is so much fun to see a patient check in on social media and then a week later see their friends become new patients," said Walker

RESULTS

ReachCast's ability to build social awareness was a real plus for Oak Creek Dental Care. A growing number of patients liked the practice's Facebook page or posted "selfies" from the dental chair, and as a result, their friends often became patients. April Breen, Oak Creek Practice Manager, and Kristy Walker, Hygienist & Hygiene Team Lead, report ReachCast also helped increase social media reviews for the practice, and allowed them to quickly respond. When reviews were posted on social media, referrals increased too. "We watched our numbers skyrocket," said Walker.

Breen also reports that ReachLocal gave Oak Creek more control over its website, including the ability to change the site from within to list specials. "It's easy to use, and looks fresh and up-to-date," she said.

Another benefit that Breen and Walker agree on is ReachLocal's customer service, saying that its service experts are "great" and provide good, clear advice to help the practice achieve its vision. "We tell our marketing expert what we want and she runs with the ideas," said Walker. "She makes the magic happen."

"Overall, using ReachLocal has helped our marketing more than we could ever dream of," said Breen. "It built awareness of our practice and increased its reach, particularly with new audiences."

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