

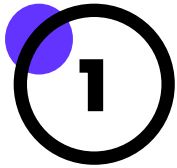
AUTHOR:
BRAIN BYTES CREATIVE
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CATEGORY:
DIGITAL MARKETING

BOVENIZER & BAKER ORTHODONTICS CASE STUDY

CARY, NORTH CAROLINA

**BOVENIZER & BAKER
ORTHODONTICS
LEVERAGES MARKET
MAPS + PAID SEARCH TO
GENERATE 12 NEW LEADS
IN ONE MONTH.**



The Context

Bovenizer Baker is a reputable and respected orthodontic practice in Cary, North Carolina. The majority of their new business comes from word of mouth and referrals, a product of their incredible work and customer service orientation.



UP NEXT ... THE CHALLENGE



The Challenge

B&B Orthodontics was struggling to generate **non-brand** digital leads (i.e., new prospects that had never heard of them). Given the rise in competition, this meant that more and more new prospects looking for orthodontic services in Cary were not finding B&B when searching online.

Why non-brand matters?

A branded search (someone googling "Bovenizer") is not a new earned lead! People googling an orthodontist by name have already heard of the practice - either through word of mouth, referral, or traditional marketing. Therefore, a digital agency cannot take credit for these branded leads.



UP NEXT ... THE SOLUTION



The Solution

B&B partnered with Brain Bytes Creative to build paid search campaigns targeted at the most relevant neighborhoods/personas identified by market maps data.



UP NEXT ... BBC TEAM INSIGHTS

Insights

The BBC + B&B teams leveraged insights from MarketMaps to determine the most valuable persona segments and their geographic areas to target with paid search campaigns. MarketMaps also helped shape our messaging since the personas helped us understand better what mattered to the customers that were saying “yes” to treatment.

→
UP NEXT ... ONEVERSION FOCUSED LANDING PAGE

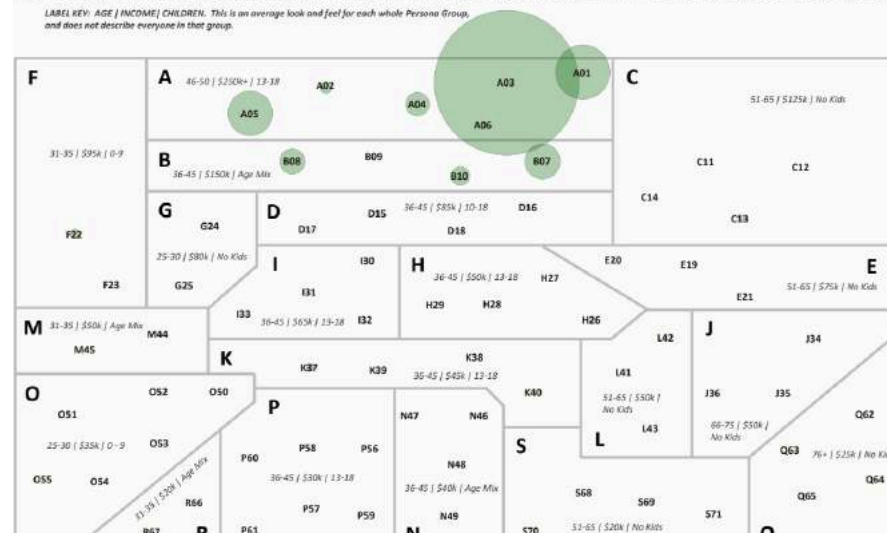
Persona Segments



ovenizer & Baker Orthodontics Dominant Patient Personas



The chart below highlights the top 10 dominant patient segments (green) currently being served by your practice. The larger the “bubble”, the more important



The table below show the following:

- The % of persona households within 10 miles of your practice
- The % of your patients from each persona segment.
- The frequency factor (1.0 is neutral; greater than 1.0 is more frequent; less than 1.0 is less frequent)

	Market	Patients	Factor
A03	6.7%	39.0%	5.8
A01	3.5%	10.6%	3.0
A05	5.7%	11.1%	2.0
B07	9.0%	11.1%	1.2
B08	4.3%	5.4%	1.3
A04	1.8%	3.3%	1.9
B10	0.9%	1.9%	2.1
A02	4.2%	2.6%	0.6
F22	6.4%	2.6%	0.4
K37	2.1%	1.2%	0.6

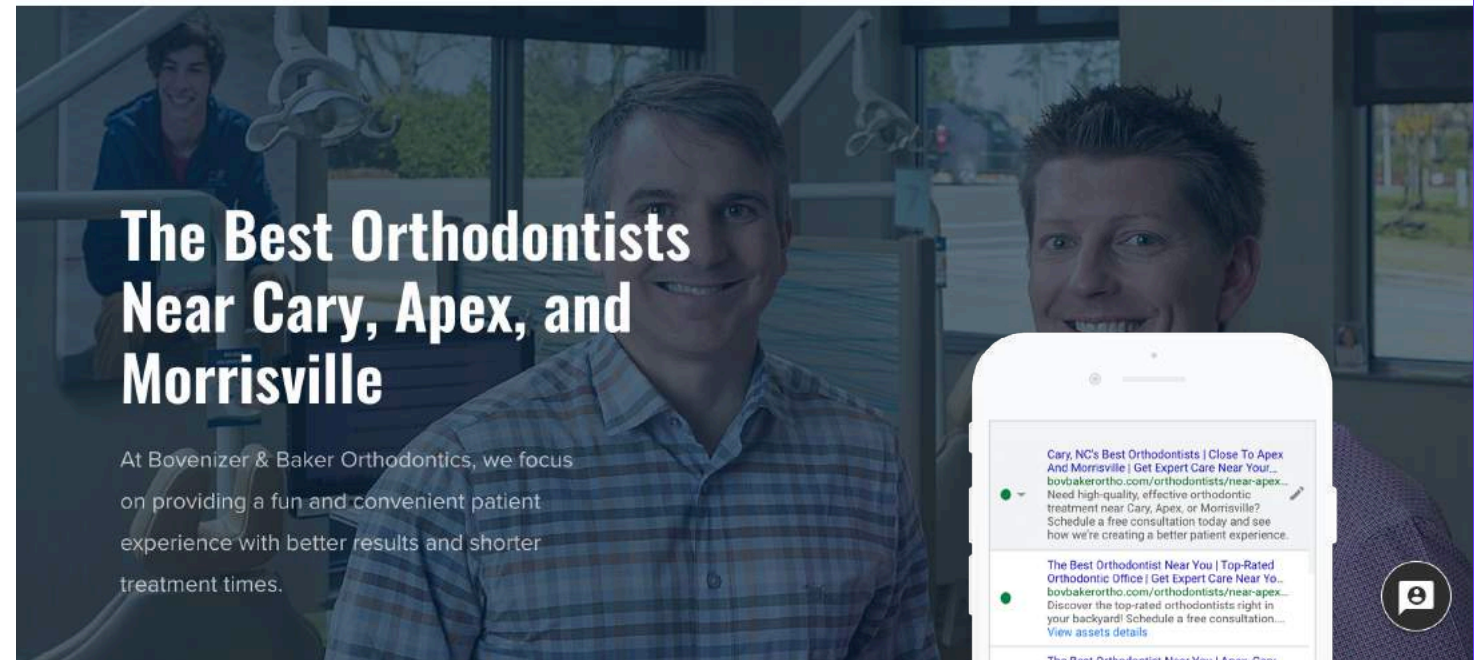


Campaign Creation

The BBC team built and launched a targeted campaign on the google ad network, and built a conversion focused landing page to help prospects learn about Bovenizer's services, differentiators, culture, and credentials.



UP NEXT ... THE RESULTS



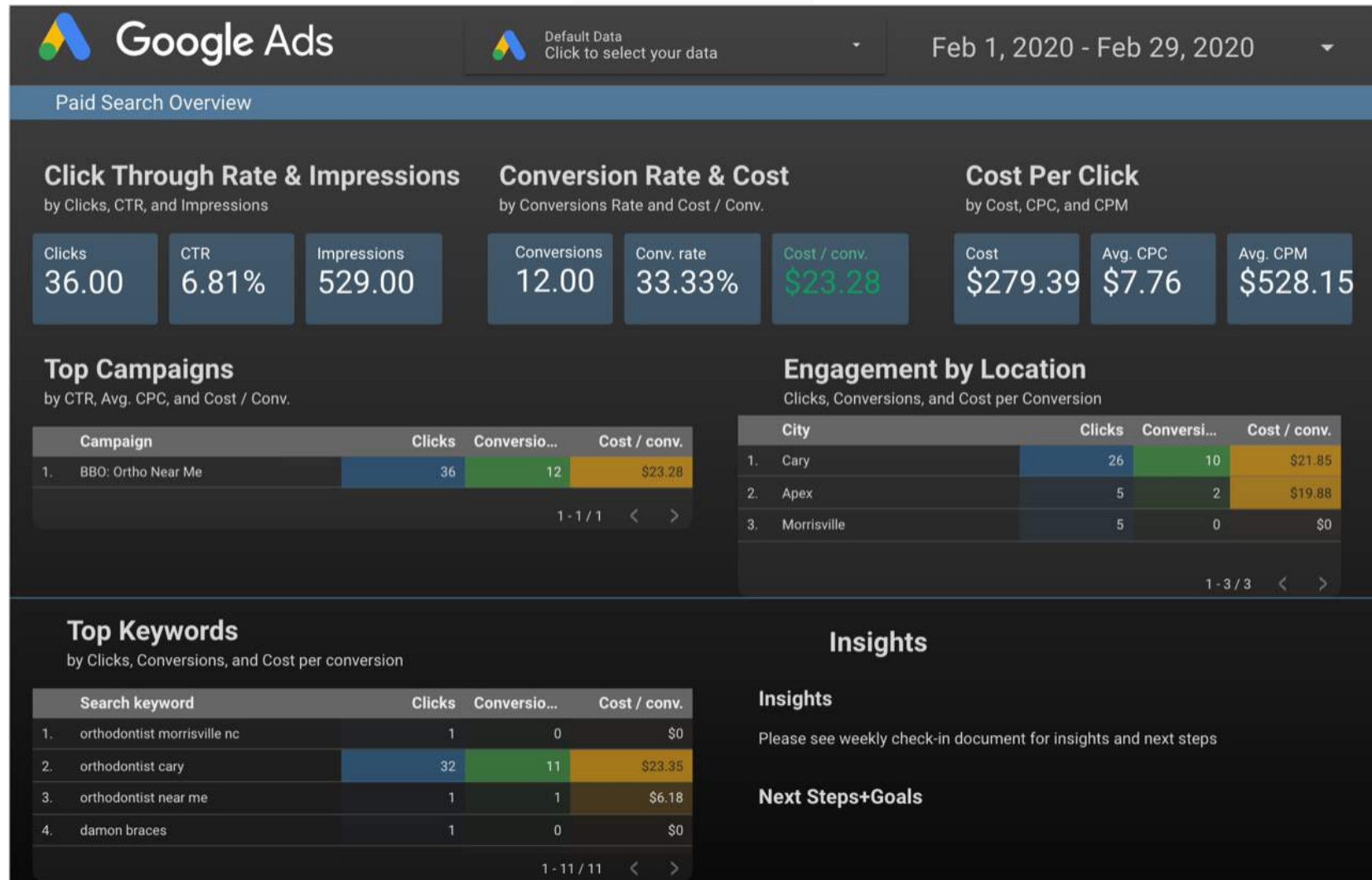


The Results

In February 2019, our paid search campaign generated 12 **non-brand** conversions (phone call or schedule consultation web form submission) fill for approximately \$279. That's about \$23 /conversion! Specific data next.



Real time reporting, centered around non-branded conversion, helps BBC and Bovenizer stay focused on the metrics and results that really matter.



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THANK
YOU.

[Book your free digital marketing assessment](#) today or
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