AUTHOR: BRAIN BYTES CREATIVE PARTNERING WITH GAIDGE

CATEGORY: DIGITAL MARKETING

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

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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

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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. AUTHOR: BRAIN BYTES CREATIVE CATEGORY: DIGITAL MARKETING

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

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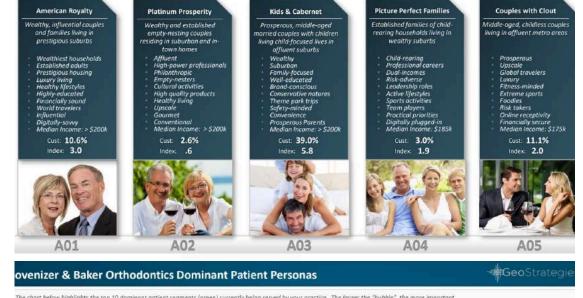
The Solution

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

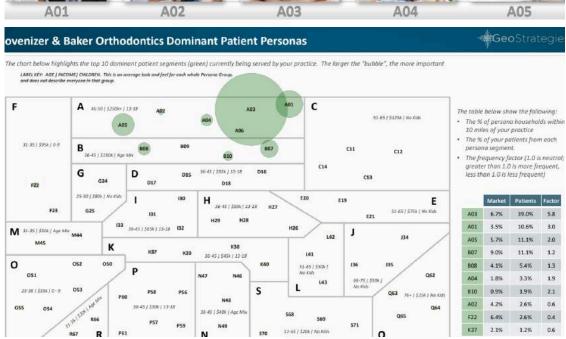
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Persona Segments



Insights The BBC + B&B teams leveraged insights from MarketMaps to determine the most valuable

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.



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UP NEXT ... ONEVERSION FOCUSED LANDING PAGE

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Our Practice Treatment Getting Started

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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.

The Best Orthodontists Near Cary, Apex, and Morrisville

At Bovenizer & Baker Orthodontics, we focus on providing a fun and convenient patient experience with better results and shorter treatment times.



The Best Orthodontist Near You | Top-Rated Orthodontic Office | Get Expert Care Near You. bovbakerotho.com/orthodontists/near-apex. Discover the top-rated orthodontists right in your backyard! Schedule a free consultation... View assets details

The Best Orthodontist Near You | Apex, Cary, and Morrisville | Book A Free Consultation boxbakerortho.com/orthodontists/near-apex You don't have to travel far to find expert

You don't have to travel far to find expert orthodontists! Book your free consultation. Our friendly staff, talented docs, and cuttingedge tech will give you a reason to smile.

Orthodontist For Damon Braces | Get Expert Care Near Your Home | Better Braces, Better, bovbakerortho.com/damon-braces/orthodon Book a free consultation and discover the

 Book a free consultation and discover the freedom of no hassle self-ligating Damon braces. These high-tech braces require less adjustments, so you get treated in fewer...

UP NEXT ... THE RESULTS

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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.

UP NEXT ... GOOGLE ADS

PARTNERING WITH GAIDGE

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

6	Google Ads	Default Data Click to select your data			- Feb 1, 2020 - Feb 29, 2020 -					
Paid Search Overview										
Click Through Rate & Impressions by Clicks, CTR, and Impressions			Conversion Rate & Cost by Conversions Rate and Cost / Conv.			st Cost Per Click by Cost, CPC, and CPM				
Clic 30		pressions 29.00	Conversion 12.00				^{Cost} \$27	9.39 \$7	^{срс} 7.76	^{ауд. СРМ} \$528.15
Top Campaigns by CTR, Avg. CPC, and Cost / Conv.						Engagement by Location Clicks, Conversions, and Cost per Conversion				
	Campaign	Clicks	Conversio	Cost / conv.	City			Clicks	Conversi	Cost / conv.
1.	BBO: Ortho Near Me	36	12	\$23.28	1. Cary					\$21.85
			1-1/	1 < >	2. Apex					\$19.88
			1817		3. Morr	isville				\$0
									1-8	3/3 < >
	Top Keywords by Clicks, Conversions, and Cost per c	Insights								
	Search keyword	Clicks	Conversio	Cost / conv.	Insigh	its				
Ť.:	orthodontist morrisville nc	1	0	\$0	Please	see weekly c	heck-in documer	nt for insights an	d next steps	
2.	orthodontist cary	32	11	\$23.35						
3.	orthodontist near me		1	\$6.18	Next	Steps+Goa	als			
4.	damon braces			\$0						
			1-11/1	1 < >						

THANK YOU!

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CREATIVE

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BOVENIZER & BAKER ORTHODONTICS CASE STUDY

THANK YOU.

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<u>Book your free digital marketing assessment</u> today or connect with us via email at <u>info@brainbytescreative.com</u>

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