

SUBSCRIBERS BOOK APPOINTMENTS — IMMEDIATELY

ABOUT GROVE DENTAL

Grove Dental is a family dental practice with four offices in suburban Chicago. Unhappy with the results of its marketing, management engaged us to redesign, re-strategize and manage its email marketing campaign.



STRATEGY

Based on our research and Grove Dental's experience, we focused the email campaign on appointment scheduling. With patients becoming more comfortable with online scheduling and enjoying the convenience, this approach was well received by subscribers from the start.

KEY TACTICS

- Designed visually impactful emails with a clear call to action.
- Planned topics that combine promos with relevant timing and events.
- Wrote creative subject lines that are on-topic while piquing interest to open the email.
- Ran A/B split tests on the subject lines to maximize the open rate.
- Made booking appointments fast and easy for patients.
- Designed and coded responsively for optimized viewing on all devices.

RESULTS

MORE BUSINESS

Grove Dental's emails are generating measurable business growth.

MORE APPOINTMENTS

Subscribers increasingly book appointments immediately in all locations.

AMAZING FACT

AWARD-WINNING CAMPAIGN

Grove Dental's campaigns have been so successful that Campaign Monitor, our ESP (Email Service Provider), hand selected us to be in their Top 100 of 2014 — chosen from over 300 million emails sent.

“Our new emails have been a great success. Patients definitely enjoy hearing about our special offers and new services. Thanks in part to these emails, we're busier than ever.”

Darla Scheidt, Director of Marketing
GROVE DENTAL



STRAIGHTNORTH

Make every click count.®

CHICAGO | CHARLOTTE | BALTIMORE | WASHINGTON D.C.

(866) 353-3953
www.straightnorth.com