



How One Dental Clinic

Increased Their Revenue by 86%

By Increasing Their DMscore From 19 to 44



DMscore is a marketing visibility score that measures relative impact of digital marketing efforts.

What Is DMscore?

Digital marketing visibility scores at national or local levels.

How does it work?

A variety of visibility signals are collected from all over the internet then shown in a simple dashboard.

01



Check your score

Take a look at a wide variety of data and compare it at a very local level. DMscore has over 55,000 dental practices indexed by locations within the United States, in all states.

02



Improve your DMscore

View your score in real time for how your marketing is performing (when compared to your local competitors). It's dynamic, letting you know what you are doing well and what you could improve upon.

03



Get more patients

Rise above the competition and thrive in a very competitive market. By leveraging big data to optimize your dental practice marketing efforts, you can get more patients and increase revenue.

DMscore doesn't leave evaluation up to interpretation

It uses analytics, instead of gueswork. Therefore, as a dentist, you can see right away, the effectiveness of your marketing efforts, and pinpoint weaknesses from which to grow.

A higher DMscore means your patients are able to find you online, whereas a low DMscore means you have room to improve in order to achieve the results you are looking for.

Location

Situated in the heart of Los Angeles, CA, they faced fierce local competition. Downtown LA is very competitive for dental offices and it is very difficult to gain visibility within this market.

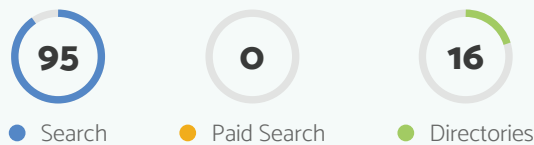
The Issue

They were not getting the quality clients that they wanted and felt they were wasting time with marketing teams that did not show them tangible results.

LA Dental Clinic's DMscore breakdown told them exactly where they needed to improve.

With an overall score of 19, and low scores in the key ranking factors of Paid Search and Directories, DMscore showed them where to focus their efforts.

Score Breakdown



ladentalclinic.com

Los Angeles, California (Los Angeles Cou...



Directories

One-sided comments and critiques were harming LAD's online credibility, leading prospective patients to choose competing dental offices. LA Dental Clinic needed to reinforce their online reputation on highly visible review platforms like Google Reviews and Yelp.

Paid Search

Service visibility was a problem for LAD. To generate quality traffic for their Invisalign or dental implants pages, they needed to make sure their pages were fully optimized to not only cost-effectively get traffic from ads - but to convert it into new patients, too.

Search

LAD couldn't just rely on ads to get online traffic and patients. They needed to understand what their patients were looking for, then build and optimize their website so they could organically reach people at every stage of the customer journey.

Client Outcomes

↑ **86%**

Increase in revenue

With the help of digital marketing agency **ElementIQ**, a plan was created around the above metrics, leading to fantastic results for LA Dental Clinic. After just two years of steady marketing efforts guided by DMscore, they raised their DMscore from 19 to 44 - **and raised their annual revenue by 86%**. They had a stronger patient pipeline, better profitability, and thanks to DMscore, a roadmap to continued success.



For more information on how ElementIQ can help you leverage DMscore in super charging your Digital Marketing, contact ElementIQ CEO Samuel Araki at sam@elementiq.com