

# Yodle Local Online Advertising for Dentists



## Getting more bite out of your advertising.

### Challenge

Before Yodle, Lake Arbor Dental Associates, a 26-year-old practice located outside Washington, D.C., got most of its business through word of mouth advertising. They had tried conventional advertising - even yellowpages.com, the online version of the old book - but none of them were delivering calls for appointments. Lake Arbor Dental could not seem to move the needle on new business.

### Solution

With a modest initial investment with Yodle, Lake Arbor Dental saw immediate results. Advertising on a large network of major search engines and local sites was driving hundreds of new prospects to a personalized website to learn more about the practice - and call to book an appointment. Yodle's reporting tools tell them exactly how many calls they're receiving from their online advertising, and how well those calls are translating into new patients. Finally, the help of a Yodle account manager removed all complexity from the process. Lake Arbor Dental watched as their schedule quickly filled up with new customer appointments.

### Results

Today the folks at Lake Arbor Dental are smiling broadly. Because in just a few short months, business has grown by better than 20%. Says the administrator of the practice, "We don't have to look for new patients anymore, Yodle helps them find us. We get about 25 great inquiries from the website every month. Best of all, Yodle automatically tracks and records every call and email. So we're not missing business even when we're away or out of town. Talk about a great way to grow a practice!"

### Client Profile

#### Client Name:

Rosaline Phillips

#### Company:

Lake Arbor Dental Associates

#### Industry:

Health & Medicine

#### Location:

Mitchellville, MD

#### Website:

[www.lakearbor dentalassoc.net](http://www.lakearbor dentalassoc.net)

### Why Yodle?

There's no telling how many new patients and procedures you can book with Yodle Local Online Advertising. We give you more ways to reach, engage and motivate potential new patients.

- Advertising placement across a network of sites
- Personalized websites designed to sell
- Qualified inquiries that translate into greater profits!

It's all measurable, too. We'll help you refine your plan - and make sure you get the most out of your marketing budget.

**So open wide and say, "Yodle!"**



Visit [www.yodle.com](http://www.yodle.com) or call 877.276.5104 to learn more!

Get your dental practice listed on sites like:

