

## SUCCESS STORY

# Yodle Local Online Advertising for Dentists



## Getting more bite out of your advertising.

### Challenge

Andrew Smith was about to open his practice, Smith & Co. Dental Practitioners, and wanted to be sure he had appointments booked in advance. So he looked to Yodle for help making the phone ring - and fast. He knew from previous experience that we were capable of delivering an exceptional online advertising program, tracking and reporting included, in virtually no time. And Yodle did not disappoint.

### Solution

Yodle delivered a high-performance, personalized website...placed Smith & Co advertising on a network of popular search engines and local sites...and provided the practice with an easy-to-use reporting tool that tracks campaign results in real time.... And we did it all within a week. Yodle also assigned a dedicated account manager to Smith & Co - to provide expert guidance every step of the way, and allowing the new practice to focus on its patients, not its advertising.

### Results

"Yodle had my site live before the check cleared," grins Dr. Smith. "And as expected, I was getting calls and emails even before I was open for business...customers telling me how much they like my website...asking about services...and booking appointments. But even better, I can go online at any time to see who's calling, and how many appointments I'm getting from my advertising. It makes the Yellow Pages seem archaic in contrast..." **So far, Smith & Co. is pleased to report that better than 25% of their new customers are coming from Yodle.**

### Client Profile

**Client Name:**

Andrew B. Smith, DDS

**Company:**

Smith & Co. Dental Practitioners

**Industry:**

Health & Medicine

**Location:**

Bel Air, MD

**Website:**

[www.smithcodental.net](http://www.smithcodental.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:

