

Yodle Local Online Advertising for Dental Practices



Putting a big smile on Neibauer Dental.

Challenge

Since its inception, Neibauer Dental had grown a successful practice using direct mail, with some spot radio and local newspaper advertising. As Neibauer prepared to open its 16th office in and around the Dulles Technology Corridor, a region in Herndon, VA known for being home to Internet-based companies, the practice decided Yodle would be a great fit for reaching local prospects online—and testing the medium. Turns out, they couldn't have made a smarter decision.

Solution

According to Cathy Keelan, marketing manager at Neibauer, "Yodle took all the pain out of creating a local online advertising program." In a matter of days, Yodle had their ads running on a network of popular search engines, and launched a personalized website that, in Cathy's words, is "very appealing to our customers because it's so easy to make appointments and contact us." Yodle also implemented a call-recording feature that helps the practice train front desk staff to respond better to customers. But Cathy's favorite aspect of the Yodle solution is having a dedicated account manager always available to help measure results and fine-tune performance every step of the way.

Results

Within two months of engaging Yodle, the Neibauer's new Herndon office received 68 new patient appointments worth over \$30,000 in treatments from the local online advertising and website. As a result, the practice promptly added Yodle to advertise another office in Gainesville and, in the same timeframe, saw 55 new patients worth more than \$50,000 in treatments. Between these two offices, the Neibauer practice saw a 400% return on its marketing investment! (So it came as no surprise when they decided to roll out the Yodle program across all their other offices, too!)

Client Profile

Client Name:

Cathy Keelan

Company:

Neibauer Dental

Industry:

Health & Medical

Location:

Fredericksburg, VA

Website:

<http://myherndon dentist.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.

Isn't it time your advertising gave you something to smile about?



Visit www.yodle.com or call 877.276.5104 to learn more!

Get your dental practice listed on sites like:

