



Smile Dental Partners (Smile) is a privately-owned group of multi-specialty dental practices in Michigan. Inside each Smile practice is a team of doctors, hygienists, and specialists dedicated to providing high-touch, preventative oral care in the areas of adult dentistry, pediatric dentistry, and orthodontics. Their industry-leading intergenerational approach to dentistry is unique. With new locations opening and expansions in existing locations creating additional capacity for growth, awareness of this multi-specialty point of difference and new patient acquisition topped the challenges we aimed to solve.

Active RCP client since 2010.

OUR APPROACH

RCP dug in to identify the mindset of the prospective patient (or parent/caregiver of the patient). There were fears to consider. And, there was a reluctance to make a new commitment. Mothers needed to know their children were safe.

It was clear we needed to make an emotional connection and show a very different patient experience, one every patient deserves! We crafted a message not about 'what they do' but about 'how it makes you feel' to be a patient at Smile.

CAMPAIGN GOALS

- 1 Introduce a consistent brand image that is professional and welcoming.
- 2 Increase awareness of Smile's four multi-specialty practices.
- 3 Explain the benefits of multi-specialty dental care in one location.
- 4 Invite patients to learn more about Smile's offerings.
- 5 Drive new patient appointments.



TARGETING

- Women ages 25-65 years old
- Residents living within a 10-mile radius of each Smile location
- Behaviorally-targeted audience groups
- Look-alike audience groups

RCP SERVICES & CAMPAIGN ELEMENTS

STRATEGY

- Campaign development
- Research
- Messaging and positioning
- Media planning

GRAPHIC ELEMENTS



COLOR PALETTE



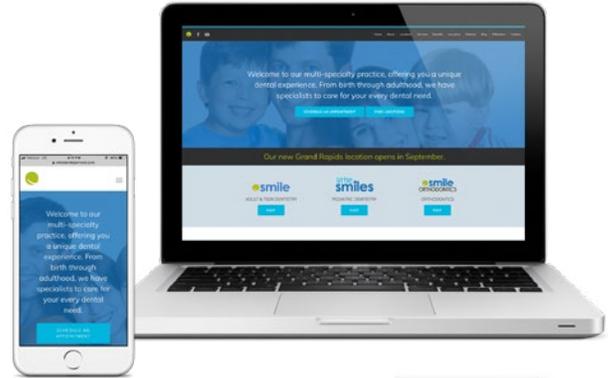
FONTS

Century Gothic Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Century Gothic Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

PROJECT MANAGEMENT & PRODUCTION

- On-location videography and photography, talent/location acquisition
- Copywriting/scriptwriting
- Digital ad design – static and animated versions
- Direct mail design, production, and fulfillment
- Outdoor advertising creative
- :30 TV spot, video for website/social media
- Custom website landing page*



MEDIA PLACEMENT, OPTIMIZATION, & REPORTING

- OTT – digital streaming television spots
- Broadcast and cable TV spots
- Rotational digital/graphic wrap billboard program
- Social media – display advertising (A/B testing) and organic posts
- Behaviorally-targeted digital display advertising
- Retargeting display advertising**
- Email design



CLICK HERE TO SEE VIDEOS AND CAMPAIGN ELEMENTS

<https://rcpmarketing.com/case-study-smile-dental-partners/>



*www.smiledentalpartners.com website developed and managed by RCP.

**Due to healthcare regulations, retargeting advertising is brand vs. service-specific messaging.

WHAT WE LEARNED

- Through A/B testing, :30 second video ads outperformed static/animated ads by 45%.
- Prospective patients who engaged with Facebook ads were anxious to “learn more” but not yet ready to “make an appointment.”
- Prioritizing “safety measures” in advertising proved to put existing patients at ease and open doors for new patients.
- As COVID-19 restrictions lift and people are getting vaccinated, there has been an increase in user interaction with ads to schedule appointments.
- Close collaboration with Smile’s internal marketing team ensured brand authenticity and consistency.

WHAT WE ACHIEVED



CREATE AWARENESS
30,624,127
overall impressions



GENERATE DEMAND
229,584 clicks
847% increase in new
website users



**ENCOURAGE
CONSIDERATION**
3,662 conversions



CONVERT & SELL
101.3% increase in new patients



ACHIEVE LOYALTY
28% new patients from professional referrals
7.5% new patients from patient-to-patient
referrals

Campaign results from July 2019 to present.

“I have had the pleasure of working with RCP Marketing for several years since I joined Smile Dental Partners in April of 2018. Yet long before I joined the team, Smile has been in the capable hands of RCP Marketing since 2010. They created the Smile brand and laid the groundwork that helped the organization define a unique point of differentiation in the market. When I stepped into the role of Marketing Director at Smile, RCP’s work enabled us to successfully expand from a single dental practice to six practices in just three years. RCP delivers the personal attention and responsiveness of a hometown firm, with the depth and expertise of a big city agency. Smile’s annual business goals and objectives are translated into multi-media marketing strategies that provide a balance of top-of-funnel awareness and measurable call-to-action, all delivered within budget. Not only is RCP’s digital team skilled at finding the most effective media channels to reach our target audience, but their creative team is also able to connect emotionally with the “millennial moms” that make up our target audience. The messaging they create looks beyond features and benefits to build a personal connection with prospective patients. RCP understands the big picture vision and mission of our business and is a valuable partner in the growth of our organization. I trust them with our brand and enthusiastically recommend them.”

Lance Parman
Marketing Director, Smile One Services