

CASE STUDY

Hampton Dental Associates

 RICHARD WINTER
DDS, MAGD, DICOI, DABOI/ID, FAAID

 MILWAUKEE, WI

 HAMPTONDENTALASSOCIATES.COM

**Estimated
ROI***
OVER 2 YEARS

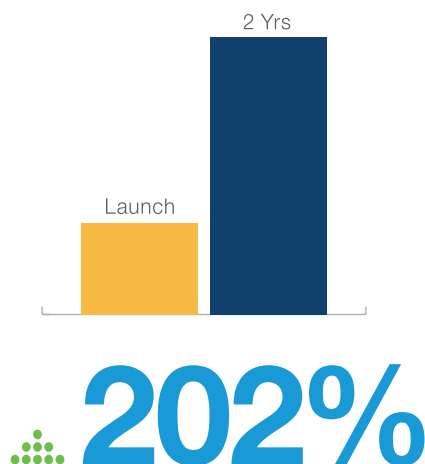
5,191%

* Based on an average cosmetic dental patient value of \$1,600 at a 50% conversion rate.

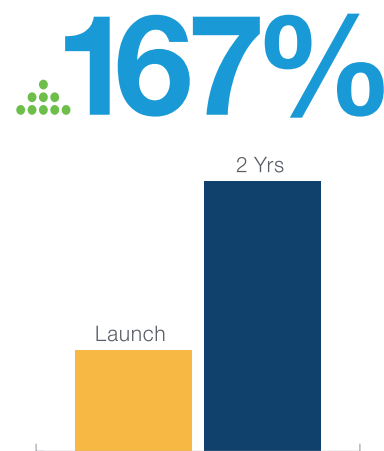
WEBSITE REDESIGN AND DENTAL SEO RESULTED IN 3 TIMES AS MANY LEADS FOR RENOWNED MILWAUKEE DENTIST

Hampton Dental Associates has been in business for **nearly 100 years**, passed down through **4 generations**. Dr. Richard Winter has received **the supreme honor of fellowship status** with **Academy of Dentistry International (ADI)** and **International College of Dentists (IDC)**. Yet, their practice growth did not correlate with these exceptional qualifications.

Increase In Leads
AFTER 2 YEARS



Website Traffic
AFTER 2 YEARS



CHALLENGES

- MULTIPLE WEBSITES LACKING A CLEAR MARKETING PLAN
- LOCATED IN A VERY COMPETITIVE MARKET
- NOT RECEIVING ENOUGH LEADS FROM THEIR DIGITAL MARKETING BUDGET

GOALS

- INCREASE TRAFFIC AND WEBSITE LEADS
- INCREASE CONVERSIONS WITH A MOBILE RESPONSIVE WEBSITE

**Reputation
Score**
AFTER 2 YEARS

GENERATED
300+
reviews



WITH A REPUTATION
SCORE OF



4.9 stars

REPUTATION SCORE INCREASE
THROUGH **REVIEW POWER**

STRATEGY

- Site redesign that emphasized **experience, credentials, awards, videos, and before & after cases.** Designed a beautiful, **responsive website** that works on all devices.
- Combined **multiple websites into one**, following a clear and concise marketing strategy.
- Maintained **consistent information across 200 directories** to improve local online presence.
- Grew **social media** following.
- Regularly posting to **blog** and generating **links** back to the website.

WITH ADVICE MEDIA
I HAVE A RESPONSIVE,
PROFESSIONAL TEAM
TO NOT ONLY FREE UP
MY PERSONAL TIME
BUT TO MAKE SURE MY
PROFESSIONAL TALENTS
CAN BE UTILIZED!

“

// DR. WINTER



FULL CASE STUDY

<https://advicemedia.com/case-study/hampton-dental-associates/>



SINCE PARTNERING WITH ADVICE MEDIA, HAMPTON DENTAL ASSOCIATES HAS SEEN GROWTH IN **WEBSITE TRAFFIC** AND **LEADS**, ALLOWING DR. WINTER TO PURSUE OTHER PASSIONS IN HIS LIFE — FROM A **FOODIE** **INSTAGRAM ACCOUNT** TO WRITING A **MONTHLY COLUMN** IN HIS LOCAL NEWSPAPER CALLED “**ASK THE DENTIST**”.



Become Our Next Success Story.

435.200.1018

Generate more online leads through a comprehensive marketing campaign. Contact us for detailed information that will help you grow your practice.

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