

Pradko, Gallagher & Slanec

Family Friendly Professional Dentistry

GOAL: As a high tech and family friendly professional dental service in a large but sprawling rural area of Southeastern Michigan, PG&S was interested in increasing new patient business while still maintaining a high level of current patient services. LeDuc Creative Co. was consulted and hired to help bring in new business by projecting the services of PG&S through an improved website, targeted mailings and informative newsletters.



OUR APPROACH: Mailings targeting the decision-makers, in this case, mom, promoted specific benefits of PG&S. Four different mailings were produced and dropped concurrently throughout the year. Newsletters highlight specific services and doctor profiles were also produced to fill in key benefits and services to compliment the mailings. The website was also updated with a new look and feel to portray a more professional and appealing site, as well as incorporating keywords to increase relevancy.

RESULTS: New patient count had increased by 35% overall for the year 2009, and the area of influence that PG&S controlled increased dramatically. Continued optimization to and targeted advertisements for the website helped drive more traffic to the homepage, one-on-one marketing to businesses and events increased prospective customer awareness, and traditional print advertising helped prompt customers to call to set up an appointment.



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