



T32 DENTAL GROUP

COMPREHENSIVE, PREVENTIVE, RESTORATIVE AND COSMETIC DENTAL CARE

The Challenge:

T32 Dental Group understood the importance of digital marketing campaigns. However, they were unsatisfied with the high Cost Per Lead in their campaigns as it resulted in little ROI.

There was also no communication and transparency, as well as a lack of initiative from the previous agency when it came to exploring ideas to improve campaign performance.



The Solution:



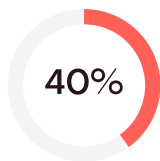
SEM

- Optimised Search Engine Marketing campaigns and implemented YouTube advertising
- Also set up cross platforms marketing after ensuring that proper campaign tracking are in place.

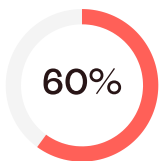
FACEBOOK

- Implemented Social Media Marketing, angling the ads and content to be informative and educational.

The Results:



Reduction in cost per lead for SEM campaigns



Reduction in cost per lead for FB campaigns



Conversions a month for YouTube campaign

Heroes of Digital is very responsive. They continuously give us suggestions and propose new ideas to improve our online presence in the dental industry. The agency also constantly brings in leads which boosts our patient pool.

Caroline Chew
T32 Dental Group