



# Case Study: Lakeview Smiles

Lakeview Smiles is a doctor-owned dental group with four locations in Chicago, Illinois that focuses on creating a “wow” patient experience. They were an SMC client, left after deciding to hire an in-house marketing director, and later decided to partner with us again when they needed to grow. Here’s what happened next.

## Business:

Lakeview Smiles

## Leadership:

Dr. Grace Lee, owner

## Target patients:

Family, orthodontic, and cosmetic patients

## Challenges:

Here are some of the top challenges we have faced during our partnership.

- **Highly competitive market in an upscale area.**
- **Poor scheduling and phone conversion at some locations.**
- **Re-activating marketing after time away.**
- **Keeping marketing cost per acquisition affordable.**

## Solutions:

Here is what we did to help solve their challenges.

Refined their new patient campaign based on what we had learned during their previous stint as a client.

Linked **Trackable** to their PMS so we could find and fix holes in their funnel and new patient journey.

Began coaching their front desk team to improve phone conversion and scheduling rates.

## Results:

This is what we achieved in the first six months after Lakeview Smiles returned as our marketing partner.

<b>328+</b> Total new marketing patients	<b>\$65,000</b> Marketing budget	<b>\$260,385</b> Net production
<b>\$106,522</b> Scheduled production	<b>\$198</b> Average cost per new patient	<b>463%</b> Marketing ROI



*“We needed help. So we came back.”*

Dr. Grace Lee, owner, Lakeview Smiles



**Testimonial:** [Click here to watch Dr. Grace Lee talk about her experience](#) growing her practice and working with SMC.

## Get the Powerful Partner You Need to Grow

Book a free strategic marketing consult to find out if your practice is a good fit to partner with SMC.

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