



# Case Study: Queen City Dentistry

Queen City Dentistry is a single-location practice in Charlotte, North Carolina. After just one month with SMC, they turned marketing into momentum, achieving 100% phone conversion, a 1644% ROI, and a surge in patient referrals.

- Business:**  
Queen City Dentistry
- Leadership:**  
Dr. Ian Alvey & Dr. Dylan Sobin
- Target patients:**  
GP, restorative, cosmetic, sedation, and implants
- Challenges:**  
When Queen City Dentistry joined SMC in February 2025, they had a strong clinical foundation—but faced key operational and marketing gaps:
  - **Out-of-network complications** made it harder to convert new patient leads, especially over the phone.
  - **No structured referral or review system** in place to capitalize on satisfied patients.
  - **Marketing performance had been lackluster** in the past, despite good-looking metrics.

## Solutions:

Dr. Alvey and team quickly embraced feedback and executed changes with precision:

- Phone Conversion Training:** Leveraged our resources and monthly call reviews to boost confidence and effectiveness on the phones.
- Referral Strategy:** They implemented a simple but effective in-office referral campaign, paired with small giveaways, to generate word-of-mouth growth.
- Out-of-Network Support:** Provided customized scripts and ongoing coaching to help the team navigate OON conversations.
- Reputation Push:** The team prioritized review generation, securing 25 new Google reviews in just one month!

## Results:

Queen City Dentistry came out of the gate strong—and kept building.

- 100%**  
phone conversion in their first full month
- Now averaging  
**84%**  
conversion—far above industry norms
- 1644%**  
ROI in their first month with SMC
- 25+**  
Google reviews generated in one month

**New patient count doubled year-over-year (21 → 43 in March)**

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*“If you’re not receiving the kind of leads that you want, it doesn’t matter how many you’re getting... That’s where what you guys do is unique.”*

**Dr. Ian Alvey, Queen City Dentistry**



Testimonial: [Click here to watch Dr. Alvey](#) talk about his growth with SMC.

**More New Patients. Better Conversion. Partner With SMC.**

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

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