



# Case Study: Southern Smiles

Located in a semi-rural area, Southern Smiles has grown rapidly despite being a new startup. With smart marketing investments and an operationally strong team, the practice has seen explosive growth, hitting 80 new patients in a single month and averaging a 680% ROI. Standout numbers for a practice open less than two years!

## Business:

Southern Smiles

## Leadership:

Dr. Phi Pham, Practice Owner

## Target patients:

GP, implants, cosmetic, restorative

## Challenges:

Southern Smiles opened a year and a half ago, and like many startups, they had to build momentum from the ground up. Dr. Pham knew early on that strategic marketing and operational focus would be essential to drive growth.

- Opening a **startup practice in a low-visibility, semi-rural area** without much foot traffic
- Needed to generate demand through marketing **from day one**
- Budget constraints **early on**

## Solutions:

SMC partnered with Dr. Pham to implement a strategy that matched his operational strengths and community needs.

• **Launched targeted ad campaigns** and compelling new patient offers, including free exams and \$99 cleanings

• **Integrated Cherry financing** to increase accessibility and boost case acceptance for larger treatments

• **Dr. Pham hired and trained** a front office team focused on phone skills and empathy

• **Built scheduling systems** to accommodate same-day emergency treatment and weekend availability

• **Used phone scripting and conversion coaching** to support a high-performing front desk

## Results:

For a startup in its first two years, the performance metrics speak for themselves.

Averaging

**680%**

ROI, with some months reaching **1325%**

**87%**

**average conversion rate**, with three months at **100%**

**87%**

**average show rate**

Hit a record **80 new patients in february 2025**, the highest since launch

Continuously surpassing **year-over-year new patient numbers**

“

*When we were transitioning marketing companies I had absolutely no calls coming in. And then as soon as we switched it on, man, it was night and day. We're getting calls that we couldn't handle. Yesterday we had five calls at the same time... we couldn't even handle it.”*

**Dr. Phi Pham, Owner, Southern Smiles**



Testimonial: [Click here to watch Dr. Pham](#) talk about his experience growing his practice and working 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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