



REACHLOCAL'S DIGITAL MARKETING SOLUTIONS HAVE HELPED AIM DENTAL BUILD BRAND AWARENESS IN A COMPETITIVE MARKET, OPENING UP POSSIBILITIES FOR GROWTH AND EXPANSION.

## AIM DENTAL GROUP

### ABOUT

Aim Dental Group offer a wide range of dental and cosmetic treatments from their three clinics in Perth, Western Australia. Established in 2004, the business focuses on providing excellent service and a comfortable environment for all their clients.

### CHALLENGE

Aim Dental had worked with digital marketing agencies in the past, but seen very little results for their money. They wanted to work with a provider who could not only bring new patients to their business, but assist them with their marketing strategy and prove return on investment.

### SOLUTION

After conducting a thorough analysis of Aim Dental's online presence and position in the marketplace, ReachLocal recommended a robust digital strategy encompassing Search Engine Marketing, Display Advertising with Geofence and Site Retargeting tactics, a Facebook Retargeting campaign and YouTube Ads. Together, these solutions are helping Aim Dental build their brand recognition and, ultimately, gain the trust of local consumers looking for their services.

### RESULTS

In the first four months the campaigns have already delivered some outstanding results, bringing over 1,200 legitimate leads to the business through phone calls, emails and website forms. The campaigns are delivering over 400,000 impressions each month, which has increased brand awareness dramatically. These results allow Aim Dental to bring on new clinicians, and fill their books quickly. They're now potentially looking at expanding, which would not have been possible before.

**"The biggest benefit that we've been seeing with ReachLocal would be the increase in our brand awareness, with patients coming in telling us that they've found us online."**

*Kodee Guglielmana  
Operations Manager  
Aim Dental Group*