

CASE STUDIES & INTERVIEWS

“There’s been \$698,500 of lifetime patient value generated in the last 7 months, the ROI is 1223%, that's epic, that's awesome.”

“The biggest thing for us is trust, and they’re genuine, they’re honest, and they get results.”

What was your biggest fear before hiring Dental Marketing Australia?

Dan and Rory are really good, but it took us ages to find those guys. I can’t tell you how many dud marketing people we’ve been through.

We couldn’t trust anyone, because you just don’t see what they are doing, and there were no results. It’s like when you pay guys to do search engine optimisation (SEO), you really don’t know what the hell they’re doing, you’re just paying the money and they could be doing nothing.

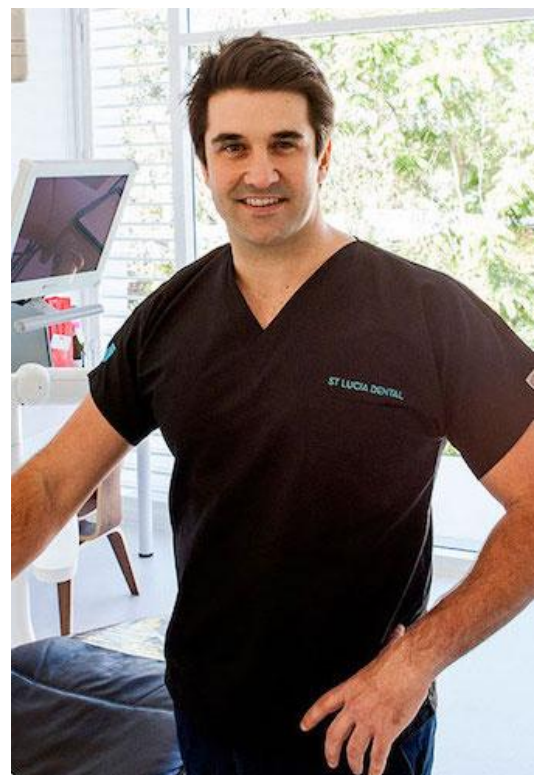
That’s the huge difference between Dan and Rory, they explained it all, and they didn’t get our hopes up. They showed us the results, so we can actually see. They present us with all the names of the new patients they generate, so we know the numbers are real.

Before working with Dan and Rory, were you concerned about not getting results or not being able to trust them?

Well, not really, we were hoping it would work because of Matthew Casey, he’s been with them over 2 years.

He spoke to Angus, and said we’d see some kind of results, they put us on a trial as well.

It’s always a risk when dealing with new people, but we were referred to them by someone we trusted, so we thought it would work.



Did any concerns come true, and if not what happened instead?...

No, Dan and Rory have been the first people that we have dealt with who have just been **extremely genuine, honest. The guys have been very honest.**

We like seeing the high net worth patients coming in, the patients we can get some production out of, doing implant surgeries, things like that, gives us variety, which is good.

Specific Results

- There's been \$698,500 of value generated in the last 7 months, the ROI is 1223%, that's epic, that's awesome.
- There are 251 additional enquiries generated from the campaigns each month on average, more than half of which are dental implant enquiries.

"They make everything very easy. It's very hands-off."

Would you recommend Dan and Rory?

"See, we don't want to recommend our guys to anyone, we want to keep them for ourselves, haha. Angus did refer them to one of his best mates, though, and I said "what did you do that for!"

"You literally can't go wrong with Dan and Rory, you just can't, it's statistics, it's evidence."

"I just really enjoy working with Dan and Rory, the biggest thing for us is trust, and they're genuine, they're honest, and they get results."

- Dr Angus & Raquelle Quinn - St Lucia Dental and Bellingen Dental



ST LUCIA DENTAL

Lead & Revenue Reporting June, 2020

MONTHLY REPORT															
		Enquiries	Booked Appointments	Appointments Attended	Patients	Active Patients	Booked Appointment %	Attendance Rate %	Patient Conversion Rate	Active Patients %	Ad Spend	Revenue	Long-Term Active Patient Profit	Total Patient Profit	ROAS
CRM Access		106	46	27	20	14	43%	59%	74%	70%	\$5,603	\$47,689	\$42,000	\$89,689	1601%
June 2020	general	53	25	17	15	12	47%	68%	88%	80%	\$2,591	\$25,625	\$36,000	\$61,625	2378%
	implants	40	15	9	4	2	38%	60%	44%	50%	\$2,158	\$20,901	\$6,000	\$26,901	1247%
	orthodontics	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
	cosmetic	1	0	0	0	0	0%	-	-	-	\$43	\$0	\$0	\$0	0%
	veneers	9	4	1	1	0	44%	25%	100%	0%	\$662	\$1,163	\$0	\$1,163	176%
	crowns & bridges	3	2	0	0	0	67%	0%	-	-	\$149	\$0	\$0	\$0	0%
	fb general	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
	fb implants	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
Total Campaigns		106	46	27	20	14	43%	59%	74%	70%	\$5,603	\$47,689	\$42,000	\$89,689	1601%

“\$15,000 from just one of our Implant patients in the first month... we now get 120 additional enquiries each month, 55 are for Implants.”

“After we went ahead... what we got back put us at ease from all the concerns we had”

What was your biggest concern before starting?

“The biggest fear before hiring Dental Marketing Australia was mainly investing some money, and whether you’re going to get the money back.”

“Also, whether the promises that were given are going to be true or not.”

Did it come true, and if not, what happened?

“Obviously not, after we did go ahead, it was very good, what we got back put us at ease from all the concerns we had, and we’ve been able to work quite well together.”

“In just the first month, we ended up getting a very good patient, we placed 5 implants in the same patient, for around \$15,000.”

What’s been one of your favourite parts?

“Being a busy dentist, it’s great that this has been very hands-off, I don’t do anything.”

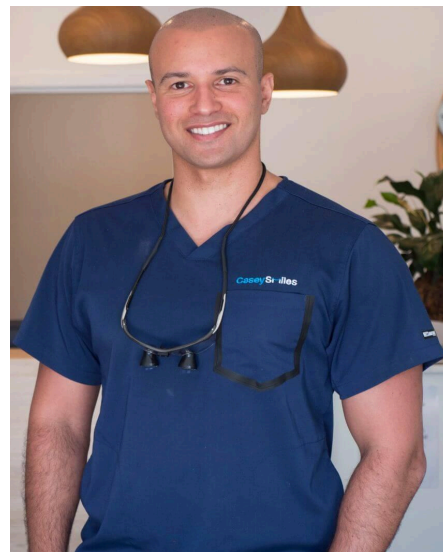
“120 new additional enquiries each month, half are implant enquiries”

If you were to recommend them to a friend, what would you say?

“Well, I actually did, I talked to a friend of mine the other day about Dan and Rory, I said to him, you gotta invest money to make money, these guys have been really good, they’ve boosted our business.”

“I appreciate everything Dan and Rory are doing, it’s been really good, they have been great”

Dr. Mohamed Massaud - Casey
Smiles



Client Report



MONTHLY REPORT												
CRM Access	Enquiries	Booked Appointments	Appointments Attended	Active Patients	Missed Call Rate	Booked Appointment %	Attendance Rate %	Patient Conversion Rate	Active Patients %	Ad Spend	Total Patient Profit	ROAS
TOTAL ALL CAMPAIGNS	2,496	860	441	112	11%	34%	51%	19%	135%	\$94,321	\$784,000	831%
General	1,410	539	296	94	11%	38%	55%	15%	219%	\$42,095	\$658,000	1563%
Implants Cranbourne	322	77	31	2	9%	24%	40%	0%	-	\$22,442	\$14,000	62%
Implants Aspendale	124	31	16	1	14%	25%	52%	0%	-	\$12,501	\$7,000	56%
Orthodontics	0	0	0	0	-	-	-	-	0%	\$0	\$0	-
Cosmetic	71	22	9	2	9%	31%	41%	0%	-	\$6,048	\$14,000	231%
FB General	164	63	29	8	0%	38%	46%	0%	-	\$4,912	\$56,000	1140%
FB Implants	405	128	60	5	0%	32%	47%	0%	-	\$6,323	\$35,000	553%

Lead & Revenue Reporting (Partial – 2020–2021)

With the help of Dental Marketing Australia, over one million dollars was generated for our new practice.

Dan and Rory's marketing campaign produced a 984% ROI.

"The biggest fear before I engaged Dan and Rory at Dental Marketing Australia was putting money in and not getting anything back from it.

I'd previously used another marketing agency, but they were generalised, they didn't specifically focus on dental, and they only got 'okay' results, so I stopped working with them.

I was still afraid of getting mediocre results for things I could probably do myself.

I like the results report, which shows the results for itself because there are numbers to prove it.

You can see it increasing as well, by working chair-side, more new patients are coming in more often, and you always have faith in what you can see.

We also track where our new patients come from internally. I keyed all that in, and the number one is still from online, from Dental Marketing Australia. I'm very happy with the results.

- The booking conversion rate (new patients that get booked into an appointment) has improved by 34.88% within 3 months of starting.
- Patient conversion rate (bookings that convert to a patient) has increased by 43.28%.
- Marketing campaign ROI alone is 984%.

I was aiming for \$750,000, well, it's not been a full year yet and we've hit that mark, actually it's even more, with Dental Marketing Australia it's over the 1 Million mark, so next year we're going to aim for \$1.5 million, now we can put an extra chair in, and get another dentist.

I would recommend the guys, Dan and Rory, for sure. I've got the results from them, I can see the results, and I think you should give them a go."

- Dr. Jolvin Lee
Tooth Heaven



Client Report



MONTHLY REPORT															
CRM Access	Enquiries	Booked Appointments	Appointments Attended	Patients	Active Patients	Missed Calls	Booked Appointment %	Attendance Rate %	Patient Conversion Rate	Active Patients %	Ad Spend	Revenue	Long-Term Active Patient Profit	Total Patient Profit	ROAS
TOTAL ALL CAMPAIGNS	813	227	142	127	79	20%	28%	63%	89%	62%	\$40,951	\$117,121	\$220,000	\$337,121	823%
GMB Messaging	2	0	0	0	0	-	0%	-	-	-	\$0	\$0	\$0	\$0	\$0
SEO	0	0	0	0	0	2%	-	-	-	-	\$0	\$0	\$0	\$0	\$0
Google Ad Campaigns	741	227	148	135	85	19%	31%	65%	91%	63%	\$38,921	\$135,648	\$340,000	\$475,648	1222%
General	579	143	96	92	55	21%	25%	67%	96%	60%	\$30,996	\$85,901	\$220,000	\$305,901	987%
orthodontics	58	17	5	6	0	14%	29%	29%	120%	0%	\$6,306	\$20,220	\$0	\$20,220	321%
cosmetic	3	1	1	1	0	0%	33%	100%	100%	0%	\$1,618	\$11,000	\$0	\$11,000	680%
Patient Reactivation	83	58	38	28	24	0%	70%	66%	74%	86%	\$0	\$10,275	\$96,000	\$106,275	-

148 Additional Implant, Ortho & General Enquiries Each Month

“They’re upfront and honestly, you can really trust them, that earns a lot of points.”

What was your biggest concern or concern before starting?

“I’d been through a few marketing firms and wasn’t getting the results that I wanted.

“You get people doing direct mail outs all the time, and another direct mail out lands on my desk, do I want to engage with this person or not.”

“We started talking, and I thought this guy knows what he’s talking about, good relationship, good understanding.”

“So I thought, let’s run with it. I’m always prepared to take a risk and run with it, review it, and if it’s working within 3-6 months, we continue, and if it’s not, we move on.”

Did they come true, or what happened instead?

“No, we’re getting more patients, and we’re making more money, a lot more.

“The results are awesome.”

“Getting high-value Ortho, Implant, and All-On-4 patients”

“ROI is 1743%”

What have you said about Dan and Rory to other dentists?

“When Angus rang me, or all the other dentists I’ve spoken to about them, they know how to market, they work hard, and they get the results. Give them a go, if you don’t like it, move on.”

“And I like they’re upfront, honestly, they’re not deceitful, you can really trust them, that earns a lot of points, they’re not just money hungry, like most of them are.”

- Dr Matthew Casey - Casey Dentists



Client Revenue Report





DENTAL MARKETING AUSTRALIA

PREDICTABLE NEW PATIENTS ON DEMAND

MONTHLY REPORT															
CRM Access	Enquiries	Booked Appointments	Appointments Attended	Patients	Active Patients	Missed Call Rate	Booked Appointment %	Attendance Rate %	Patient Conversion Rate	Active Patients %	Ad Spend	Revenue	Long-Term Active Patient Profit	Total Patient Profit	ROAS
TOTAL ALL CAMPAIGNS	1,244	448	372	347	109	15%	36%	83%	93%	31%	\$35,905	\$521,343	\$465,000	\$986,343	2747%
General	1,149	426	358	335	104	15%	37%	84%	94%	31%	\$27,553	\$437,598	\$520,000	\$957,598	3475%
Implants	81	20	13	11	5	9%	25%	65%	85%	45%	\$7,908	\$111,148	\$25,000	\$136,148	1722%
Orthodontics	14	2	1	1	0	20%	14%	50%	100%	0%	\$2,451	\$625	\$0	\$625	26%
July 2020	general	33	14	14	12	8	42%	100%	86%	67%	\$1,004	\$14,014	\$40,000	\$54,014	5382%
	implants	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
	orthodontics	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
	cosmetic	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
	fb general	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
	fb implants	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
	patient reactivation	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
	Total Campaigns	33	14	14	12	8	0.0%	42%	100%	86%	67%	\$1,004	\$14,014	\$40,000	\$54,014

Revenue Reporting 2020–2021

The impact of generating 653 enquiries, \$967,080 revenue, and a 2117% return on Ad Spend (ROAS) over the past 12 months has been very significant for our clinics, as it is a competitive niche (dental implants)

Affordable Dental reached out to Dental Marketing Australia (DMA) in April 2022 for an initial strategy session to put together a customised marketing plan for the practice. During this call, the main problem DMA found that Affordable Dental was trying to solve was “Increasing online visibility and attracting more patients/generating more leads to increase patient acquisition”

Although a great long-term strategy, Affordable Dental could not afford to wait more than 6-12 months for something like SEO to get the website to rank in the first position of Google. They needed new patients in month 1, so even though it cost more, an advertising strategy targeting single and all-on-4 Implant patients was advised as the best strategy for them initially.

What made DMA stand out from other options?

- “We hadn't committed to a CRM yet, so providing a CRM to track our leads, collecting all the data needed, and visibility to stages and overall outcome of leads is very beneficial to us and having that all automated. Also, providing a detailed report every month.”

What was the main benefit of working with our company

- “Targeting the right keywords and demographics for dental implants, Compelling ad copy and landing pages”

Results

Month 1 - May 2022

- Adspend \$2,382
- Return \$23,480 (in the bank)
- ROAS 986%

Month 2 - June

- Adspend \$4,023
- Return \$37,275
- ROAS 926%

Month 3 July

- Ad spend \$3,790
- Return \$84,780
- ROAS 2237%

Month 4 August

- Ad spend \$5,290
- Return \$145,797
- ROAS 2756%

What are the results like after 12 months?

Last month

- Ad spend \$5,855
- Return \$253,768
- ROAS 4334%

12 Month Totals

- Enquiries 644
- Booked appointments 192

- Patients 91
- Patient conversion rate 63%, meaning for every 2 new implant patients seen, 1 went ahead with treatment.
- Average Patient Value \$10,627
- Ad spend \$45,683
- Revenue \$967,080
- ROAS 2117% or 21x, meaning for every dollar spent on ad budget, they got \$21 back.

Has now been able to expand to 4 locations

Could you tell us about the feeling/impact these additional appointments have made for your business and why it's important?

- “The impact of generating 653 enquiries, \$967,080 revenue, and a 2117% return on ad spend (ROAS) over the past 12 months has been very significant for our clinics, as it is a competitive niche (dental implants), in a short amount of time. These additional appointments have resulted in increased revenue, growth of the patient base and word of mouth referrals. Additionally, achieving a 2117% ROAS means that for every \$1 invested in Google Ads campaigns, our clinic generated \$21 in revenue. This had a significant impact on the clinic's bottom line. Thank you for your constant support.”

- Azra Vejzovic, Marketing Manager



Client Revenue Report




MONTHLY REPORT															
	Enquiries	Booked Appointments	Appointments Attended	Patients	Active Patients	Booked Appointment %	Attendance Rate %	Patient Conversion Rate	Active Patients %	Ad Spend	Revenue	Long-Term Active Patient Profit	Total Patient Profit	ROAS	
 CRM Access	39	18	8	8	0	46%	44%	100%	0%	\$2,291	\$21,149	\$0	\$21,149	923%	
August 2020	general	13	5	4	3	0	38%	80%	75%	0%	\$1,088	\$4,129	\$0	\$4,129	379%
	implants	11	5	3	3	0	45%	60%	100%	0%	\$572	\$6,220	\$0	\$6,220	1087%
	orthodontics	3	2	1	1	0	67%	50%	100%	0%	\$475	\$5,500	\$0	\$5,500	1159%
	cosmetic	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
	veneers	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
	crowns & bridges	2	1	0	1	0	50%	0%	-	0%	\$155	\$5,300	\$0	\$5,300	3410%
	fb general	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
	fb implants	0	0	0	0	0	-	-	-	-	\$0	\$0	\$0	\$0	-
Total Campaigns	29	13	8	8	0	45%	62%	100%	0%	\$2,291	\$21,149	\$0	\$21,149	923%	

Lead Reporting August, 2020

The above is a partial report for 1 month while they were doing revenue reporting in 2020.

Scaling from 31 patients per month to adding \$3,189,421 in Additional Patient Earnings Over 4 Years

Key Performance Highlights:

- **\$3.1M in Incremental Earnings:** Generated **\$3,189,421 in additional revenue** specifically from new patients brought in by our systems, after subtracting all existing organic volume.
- **The SEO Powerhouse:** Even after accounting for the practice's starting point, we drove **\$1,011,421 in net-new SEO revenue** through our software platform alone and trust-building.
- **Market Authority via Social Proof:** Scaled Google Reviews from **13 to 505** using a fully automated strategy. This transformed the practice from a local participant into the **#1 rated market leader** in their suburb.

What problem(s) were you trying to solve with our product or service?

- “We were expanding to maximise our chairs, from 3 chairs to 4 chairs and needed more enquiries to fill the 4th chair's books.”

What made our product or service stand out from other options?

- “Matthew Casey spoke highly of you guys when he needed to expand, and I respected him and his views. Your Facebook ad seemed promising, and I was willing to give you and your team a chance to back up what was on the Ad.”

What was the main benefit of working with our company?

- “You and your team were efficient in getting enquiries, and our team was effective in filtering the enquiries and making appointments, and together our teams worked synergistically to fill the gaps in our appointment books.”

Could you tell us about the feeling/impact these additional appointments have made for your business and why it's important?

- “We enjoy working with your team and the positive feedback we get from having appointments made. DMA is an integral part of our team and daily operations. DMA has improved our online presence and SEO.”

- Dr Meglin, Smithfield Dental



Client Revenue Report




January 1904													
CRM Access	Enquiries	Booked Appointments	Appointments Attended	Patients	Active Patients	Missed Calls	Booked Appointment %	Attendance Rate %	Patient Conversion Rate	Active Patients %	Ad Spend	Revenue	Total ROAS
TOTAL ALL CAMPAIGNS	11,099	5,176	4,135	3,730	1,477	-	47%	80%	90%	40%	\$179,825	\$3,189,421	1774%
Software	5,411	3,242	2,746	2,309	1,178	-	60%	85%	84%	51%	\$0	\$1,365,421	-
Website Chat Widget	303	158	124	124	115	-	52%	78%	100%	93%	\$0	\$345,000	-
FB Messenger	1	0	0	0	0	-	0%	-	-	-	\$0	\$0	-
Instagram DM	0	0	0	0	0	-	-	-	-	-	\$0	\$0	-
GMB Messaging	26	4	4	3	3	-	15%	100%	75%	100%	\$0	\$9,000	-
SEO	5,081	3,080	2,618	2,182	1,060	-	61%	85%	83%	49%	\$0	\$1,011,421	-
Google Ad Campaigns	5,188	1,712	1,169	1,240	313	-	33%	68%	106%	25%	\$179,321	\$1,824,000	1017%
General	4,015	1,432	1,031	1,051	297	-	36%	72%	102%	28%	\$113,595	\$879,000	774%
Implants	901	225	97	158	15	-	25%	43%	163%	9%	\$42,627	\$790,000	1853%
Orthodontics	162	39	29	21	1	-	24%	74%	72%	5%	\$10,728	\$105,000	979%
Cosmetic	110	16	12	10	0	-	15%	75%	83%	0%	\$8,719	\$50,000	573%

View Revenue Report (2020–2026)

Google Review Results

STARTED at 13 Reviews

NOW 505 Reviews & Market Leader
(using our automated strategy)



Smithfield Dental

4.9 ★★★★★ (505)

Dental clinic · Office 1/12

Danbullan St

Open · Closes 6 pm ·

(07) 4800 7076



Website



Directions

Oatlands Dental – Dr Joe Alphonse

Results - Here are some highlights from your current campaign

- 329 enquiries generated in the last 9 months
- \$123,928 revenue generated so far
- 3074% or 30x return on ad spend (ROAS).
- Now expanding to a second location

What problem(s) were you trying to solve with our product or service?

- “I needed a dedicated CRM more than anything - and swapped to a more cost-effective way of advertising.”

What made our product or service stand out from other options?

- “The CRM”

What was the main benefit of working with our company?

- “Dedicated landing pages for specific services and CRM”

Could you tell us about the feeling/impact these additional appointments have made for your business and why it's important?

- “The leads that come in are usually genuine and not wasting time. They are interested in the product and want to know more. Other agencies I worked with would have an enormous amount of leads, but 90% would not be reliable. Less front-of-office work with a higher acceptance rate is a great step forward.”



Client Revenue Report

OATLANDS DENTAL		 DENTALMARKETINGAUSTRALIA PREDICTABLE NEW PATIENTS ON DEMAND													
MONTHLY REPORT															
Loading...	Enquiries	Booked Appointments	Appointments Attended	Patients	Active Patients	Missed Call Rate	Booked Appointment %	Attendance Rate %	Patient Conversion Rate	Active Patients %	Ad Spend	Revenue	Long-Term Active Patient Profit	Total Patient Profit	ROAS
TOTAL ALL CAMPAIGNS	783	178	113	93	78	-	23%	63%	82%	84%	\$33,663	\$101,190	\$847,000	\$948,190	2817%
GMB Messaging	4	1	1	1	1	-	25%	100%	100%	100%	\$0	\$306	\$5,500	\$0	\$0
SEO	395	118	79	65	57	-	30%	67%	82%	88%	\$0	\$34,224	\$313,500	\$0	\$0
Google Ad Campaigns	298	51	29	23	18	-	17%	57%	79%	78%	\$14,468	\$43,478	\$99,000	\$142,478	11223%
General	201	35	20	18	14	-	17%	57%	90%	78%	\$1,000	\$35,227	\$77,000	\$112,227	11223%
Implants	58	8	5	1	0	-	14%	63%	20%	0%	\$5,890	\$151	\$0	\$151	3%
Orthodontics	21	3	2	2	2	-	14%	67%	100%	100%	\$4,021	\$4,000	\$11,000	\$15,000	373%
patient reactivation	1	0	0	0	0	-	0%	-	-	-	\$0	\$0	\$0	\$0	-
Cosmetic	17	5	2	2	2	-	29%	40%	100%	100%	\$3,558	\$4,100	\$11,000	\$15,100	424%