

GROWTH MARKETING AGENCY



With Pedigree

The Concept of Creativity Upgraded to A Whole New Dimension

VIDENTIS - case study

ISO 9001
ISO 27001

BUREAU VERITAS
Certification



VIDENTIS

ABOUT / CHALLENGE

Dental Center Videntis is an internationally GCR accredited dental centre that provides dental services to Croatian and foreign patients according to the highest Swiss quality standards.

Their approach is based on their founder's rich foreign experience and practice: Dr. Ante Stjepan Vidović gained leadership positions at Swiss and German dental clinics.

They turned to our agency for help in increasing the overall online visibility as well as increasing the number of inquiries received through the website.

Previous advertising campaigns, led by their in-house marketing team, had a low conversion rate relative to the budget and low brand awareness metrics.

In addition, the audit found that the site itself had a high abandonment rate, which contributed to the poor performance of paid advertising. Furthermore, social networks were used only to inform existing followers about discounts and promotions, and not as a place where Videntis dental centre builds authority as one of the leading dental clinics in Croatia. The biggest challenge was to increase engagement, raise awareness and increase conversion rate through Google Ads advertising and social media consulting.

GOALS

- Rebranding and redesigning the existing website, with special emphasis on the structure of multilingualism, loading speed and display on mobile devices
- Increase conversions received through Google Ads advertising and to reach predefined KPI's
- Consulting role in creating a new social media strategy
- Consulting role in complete social media activities:
 - Intensifying online visibility of Videntis and raising brand awareness through paid advertising on social media channels
 - Creating a trustworthy relationship with followers through professional authority
 - Increasing the number of followers on social media outlets
 - Increasing the organic engagement of followers on social networks

RESULTS

50%

reduction in the advertising cost
in 7 month period

33%

decrease in website bounce rate
through the organic channel

172%

followers increase on social after
launching our ad campaigns

39%

growth in organic engagement on
social media posts

54%

increase in conversion rate (calls, inquiries and consultation booking) for
marketed services

Project Activity Steps

STRATEGY

- Developing a complete digital marketing strategy
- Branding consulting and standardizing visual identity

WEBSITE DESIGN, BUILD AND OPTIMIZATION

The very first step was to standardize visual identity and build a new website from scratch. A special emphasis was on the structure of multilingualism, loading speed and display on mobile devices.

Immediately after the launch of the new website, there was a jump in the overall loading speed rating.

We paid special attention to perfecting the user experience, through standardization and simplification of services landing pages and other relevant resources. In addition, we integrated a booking platform for easy access to specialists and professional consultation.

ADVERTISING

Advertising activities started with directing the budget to social networks, especially Facebook, with a goal of increasing the number of followers, as well as increasing the conversion rate in terms of inquiries. The result was astonishing: 172% increase in the number of Facebook followers after launching ad campaigns and 39% growth in organic engagement on posts.

Through the reconstruction of Google ads campaigns for primary services of implantology and dental prosthetics, we achieved 54% growth in conversions (calls, form inquiries and consultation booking via the form on the website).

Google ads paid advertising was an important part of our conversion strategy for the client. To maximize ad ROI, we optimized the campaign strategy. In addition, we have gone through multiple iteration testing process in order to identify the ad combinations with the best performance. All of this resulted in a significant increase in conversions and overall website traffic.

NEWSLETTER AUTOMATION

The last piece of the puzzle was newsletter system integration and automation. By establishing direct communication with existing and potential customers, we were able to promote Videntis dental centre as a credible source of information and educate customers about the importance of oral hygiene and dental health. In addition, the newsletter system increased brand awareness, built stronger brand loyalty and increased business's authority.

Visit VIDENTIS on the link below:

www.videntis.eu

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