

# GRAND STREET DENTAL

## Case Study

Dentist

NYC

1 Location

### After 4 months Grand Street Dental ranked #1 for most Dental Keywords in Brooklyn, NYC

Dr Jennifer Plotnick- a native New Yorker, has been in private practice for more than ten years, serving the greater Brooklyn area. Always an artist at heart, Dr. Plotnick found the perfect balance of medicine and design when she founded Grand Street Dental in 2016.

She contacted DLM to help improve her website visibility in the search engines for dental keyword searches in Brooklyn.

### Challenges

- Quickly ranking a new website in a very competitive marketing, NYC.
- Helping collaborate on content production and distribution.

### Goals

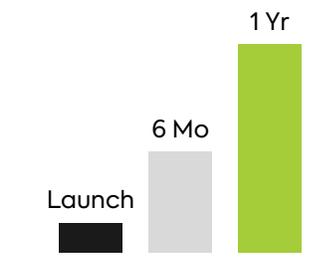
- Dominate the Brooklyn Marketing in the Search Results.
- Improve qualified web traffic that converts on the website.

Estimated ROI\*  
Over 3 Years **1,347%**

\* Based on an average dental patient value of \$1,050 at a 25% lead to patient rate.

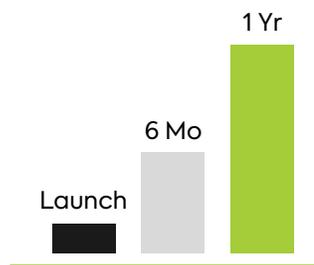
Total Conversion  
In 12 Months

**543%**



Website Traffic  
In 12 Months

**180%**



Reviews  
Within 12 Months

**210%**

**4.9 Rating**





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## Strategy

- Wanted results quickly but had no initial web presence
- Quickly establish a web presence for a new practice
- Create targeted content for maximum impact
- Setup tracking to understand funnels and conversion rate

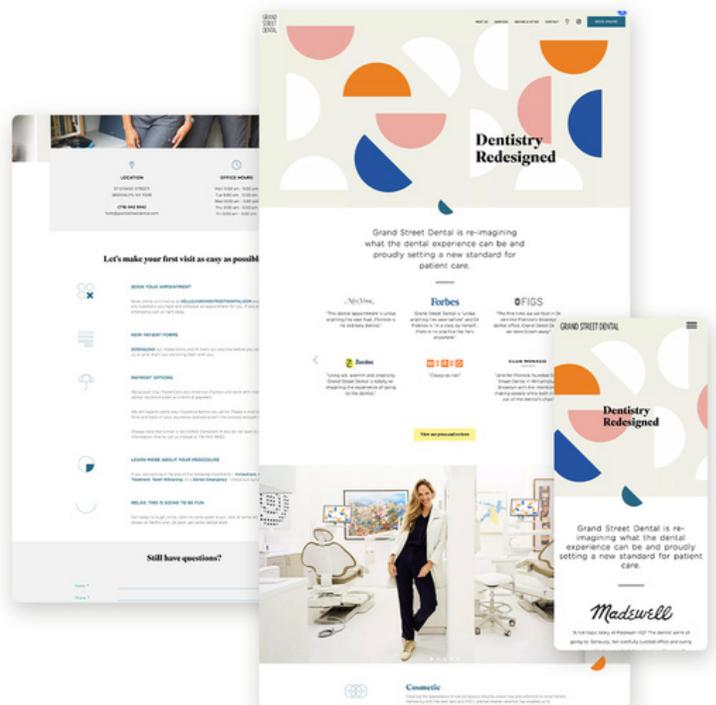
“We have had a great experience. DLM has helped us dominate the search results in Brooklyn!”

Dr. Jennifer Plotnick  
Grand Street Dental

Digital Limelight Media (DLM) is an innovative marketing technology agency that offers unique strategies within a HIPAA-compliant digital platform that helps attract and retain more cosmetic patients.

DLM Services Operate in Three Areas:

- Top of Funnel Marketing Services - This consists of marketing strategies and branding with the goal to help get more people in front of your brand.
- Middle of Funnel Lead Management Services - DLM Modernizes the patient experience and streamlines tedious repetitive administrative processes.
- Bottom of Funnel Reporting and Retention - DLM integrates with the leading EMR and PM systems to bring more clarity to your marketing ROI . We also leverage automations to reengage with existing patients at the right time.



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