

INDUSTRY:

- Dentistry

TYPE:

- Dental Partnership Organization

TOOLS:

- HubSpot
- Paid Media

CHANNELS:

- Facebook
- Google

Case Study

Generating Record SQL Volume For MB2 Dental

? CLIENT PROFILE

The founders of MB2 Dental resolved their industry's primary pain point by innovating the Dental Partnership Organization (DPO) — a business model driven by dentists investing in dentists.

Historically, the dental industry offered only two choices: dentists could either struggle as solo practitioners without capital or sell their practice to a large corporate group and lose autonomy.

MB2 Dental created a third way. The DPO purchases a portion of a dental practice, then provides their new partners the resources and practice autonomy they need to grow and enjoy life on their own terms.



✓ CLIENT GOALS

MB2 Dental reached out to our Health Hive in late 2020 with two urgent goals:

- Generate more sales-qualified leads (SQLs) before their next recapitalization.
- Continue building brand awareness for four distinct personas.

🎯 CLIENT PAIN POINTS

Sales platform dysfunction: When our Senior Digital Marketing Consultant (SDMC) investigated their lead generation source — HubSpot — she discovered that it had been implemented incorrectly, impeding the data collection required to scale lead generation and move SQLs into closed deals.

Inconsistent sales and marketing strategy: Their SQL conversions fluctuated wildly from month to month because they had never optimized the bottom of the funnel. Also, the lack of data tracking made it difficult to learn where leads originated and where they were slipping out of the funnel.



UHURU'S SOLUTION

Once MB2 Dental chose *Uhuru's BA Inbound Program* to improve their SQL flow, our team:

Implemented closed-loop reporting — automation that enabled them to understand which parts of their strategy were successful and which required optimization.

Optimized their Facebook and Google ads with copy and design that targeted the pain points of four different dentist personas.

Deployed a full funnel of optimized campaigns using prospect segmentation to increase MQL volume, then nurture those leads until they become SQLs.

Resolved HubSpot account challenges that were disrupting the funnel.

Reported weekly where leads were coming from and how they turned into prospects.



REACHING GOAL #1: HUBSPOT REPAIR

While our SDMC was troubleshooting, we continued to generate leads so MB2 Dental never saw a large drop in volume. We repaired their HubSpot setup by:

Understanding their sales process and how the HubSpot glitch was disrupting it, then determining what kind of data was needed to target each persona.

Optimizing HubSpot by cleaning data, updating contact properties, and streamlining processes with new automations.

Building custom reporting dashboards to provide insight into the highest-performing lead sources as well as the pipeline friction points to optimize the funnel.



REACHING GOAL #2: SQL GENERATION

We restructured the MB2 Dental Facebook and Google accounts by:

Developing copy and design concepts to target four dentist personas.

Deploying approved ads to optimize top and mid-funnel campaigns to generate leads.

Nurturing those leads toward the bottom of the funnel where they become SQLs.

Resolving account challenges without disrupting our ad campaign cadence.





THE RESULTS

By creating a one-stop data collection and processing solution, we were able to generate:

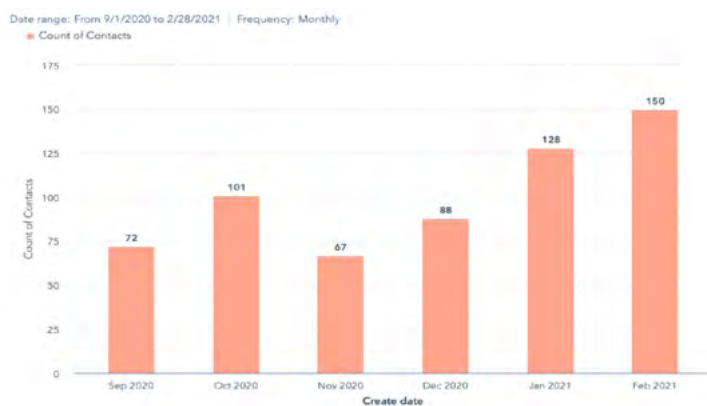
An 83% increase on SQLs from paid social ads to their B2B-only audience.

94% increase in monthly MQL volume from paid social ads.

480% increase in average paid social ad conversion rate.

54.8% decrease in average cost per conversion rate from paid social ads.

Customize and automate a reporting dashboard for in-depth data insights.



SQLs from paid social and paid search were low in November when they were experiencing HubSpot issues. By December, our SDMC had resolved the issue. Since then, their lead volume has increased by 40%.

November's HubSpot glitch was resolved in December. After that, their SQL volume increased to their best performing months.



During the period that we planned, implemented, and deployed our campaigns — December 2020 to April 2021 — the average number of SQLs added monthly has also steadily increased.



SIX MONTHS TO SUCCESS

Why was Uhuru's Health Hive the ideal partner for a niche industry and brand like MB2 Dental?

Most B2B healthcare marketers assume they need to leverage costly LinkedIn ads to achieve these kinds of results. Uhuru's health hive has proved them wrong. We identified custom audiences on HubSpot, then hyper-targeted highly specialized medical providers through Facebook and Google ad campaigns — which are much more cost-effective.

Though we can't expose the details of our strategy, we will say it requires integrating time-tested tactics to generate the data you need to reach your B2B healthcare audience.

Working with Uhuru's Health Hive means leveraging the skills and experience of healthcare marketing specialists that:

Develop your big picture SEO strategy

Track and manage your PPC strategies

Craft your creative strategy

Report and measure results of their efforts weekly

If you're ready to experience MB2 Dental-grade results, get in touch with our Health Hive today.

LET'S TALK

