SMASHBOX CONSULTING

MULTICHAIN ORTHODONTICS BUSINESS GROWS LEADS BY 270% THROUGH LEAD MANAGEMENT AND GENERATION

AN 8-LOCATION ORTHODONTICS BUSINESS THAT PROVIDES FULL SERVICE BRACES, INVISALIGN AND OTHER ORTHODONTIC SERVICES TO A WIDE DEMOGRAPHIC.

SITUATION

An orthodontics business was having multiple issues in their overall process for bringing in new business. Their lead generation process was broken and they didn't have a process for managing the leads once they came into the practice. Most leads were called once and never followed up on again, causing massive leakage in their lead management thus affective overall revenues and increasing their average Cost Per Sale(CPS)

ISSUES

There were several issues affecting the overall negative results from the beginning of the lead generation process to the closing of the sale:

- Lead Generation through digital means was not being managed to optimize both conversions as well as costs.
- Once the leads were received there was no process to follow up on the leads and some leads were not being followed up on at all.
- There were no systems or tools in place to help manage the leads
- Once the leads were turned into booking, there wasn't a process for the Treatment Coordinators to close these leads into sales

SOLUTION

Smashbox provided a full solution to generate leads, and take those leads through a complete nurturing path to close them into sales.

HOW

Smashbox implemented the following changes

- Smashbox took over management of all digital marketing accounts and provided full reporting on a monthly basis
- Smashbox implemented marketing automation and CRM throughout the company
- Smashbox implemented a full written sales and marketing process for nurturing all leads into sales

BENEFITS

- Lead Generation increased 270% within 3 months and is still growing
- Lead Cost decreased by 73%
- Lead conversion increased by an average of approximately 55% to 80%
- CRM system allowed treatment coordinators to follow-up on more clients faster, easier and in a consistent manner
- Marketing Automation allowed leads not responding to be nurtured back into interested prospects

LEAD GENERATION & MANAGEMENT BEFORE AND AFTER

BEFORE SMASHBOX

- Small amount of leads coming into the practice limiting growth
- Lead cost was high with low conversion
- No process in place to convert leads into consultations.
- No process in place to convert appointments into sales.
- No reporting tools in place to track
- Poor customer experience due to lack of responsiveness

AFTER SMASHBOX

- Substantial amount of leads coming in and continuing to increase
- Lead cost was low with high conversion
- Clear and consistent process implemented to convert leads into consultations
- Clear and consistent process implemented to convert consultations into sales.
- CRM and marketing automation put into place to track and report on all activates
- Better patient experience due to quick and reliable communication.
- Higher Revenues

Book a Consultation and Learn How Smashbox Can Help Your Business