EDISON

DENTAL MARKETING

CASE STUDY

More Appointments. More Calls. More Patients.

How Edison helped a local dental practice grow with a multi-channel marketing strategy.

PRACTICE	LOCATION	CLIENT SINCE	SERVICES
Local Dental Practice	Colorado, USA	Multiple years	Full-Service Dental Marketing

Dental marketing you can forget about. (In a good way.)

THE PRACTICE

This local dental practice had been serving patients for years, building a loyal base through quality care and a welcoming environment. But like many independent practices, their growth had plateaued — not because the care wasn't there, but because the right patients simply couldn't find them.

They weren't struggling. They just weren't growing. And in a competitive local market, standing still can start to feel like moving backward.

THE CHALLENGE

Before working with Edison, the practice had no paid digital advertising strategy and no consistent way to stay top-of-mind with past or prospective patients. Their patient database was underutilized, their phone wasn't ringing enough, and new patient numbers had long been stuck in the same range — typically 15 to 25 new patients per month.

The gaps weren't dramatic. But they were consistent. And consistent gaps are their own kind of problem, because they're easy to normalize.

THE APPROACH

Edison came in with a multi-channel strategy built around the fundamentals: email marketing to re-engage existing patients, Google Ads to capture high-intent local searches, and hyper-local platforms like Waze and Nextdoor to build neighborhood visibility. Every channel was chosen with a purpose, and every result was tracked.

No gimmicks. No inflated promises. Just consistent, well-executed marketing built around who the practice already was — and who they wanted to reach.

— and who they wanted to reach.

EDISON

WHAT CHANGED

The results came channel by channel — and they compounded. A monthly patient newsletter launched with open rates more than double the industry average, keeping the practice top-of-mind and booking appointments every month. Google Ads campaigns that hadn't existed before started generating consistent web traffic, form fills, and phone calls.

Then the phone numbers told the real story. Before Edison, PPC-driven phone calls: zero. In the first three months after launching campaigns: 28 calls. Six months in: over 100. Within months, the practice was seeing 40, 45, 46, and then 63 new patients in a single month — numbers they hadn't seen before. A single Nextdoor post brought in two brand-new patients on its own.

2×+

Email open rate vs. industry average

0→100+

PPC phone calls within six months

25→63

New patients in a single month

That's the kind of compounding impact that doesn't come from one tactic. It comes from all of them working together.

EMAIL

30.4% average open rate — vs. 14.4% industry standard.

ADVERTISING

Waze and Nextdoor visibility drove consistent inbound interest.

NEW PATIENTS

From 15–25 per month to 63 in a single month.

IN THEIR WORDS

I have worked with Edison for several years now. The experience has been amazing. Joel and his team are absolutely top notch! Edison has been instrumental in the growth of my dental practice. They are proactive and responsive to all my needs.

Dentist & Practice Owner

THE TAKEAWAY

This practice didn't need a reinvention. They needed the right patients to find them, and a strategy consistent enough to make that happen month after month. More calls. More patients. More appointments. The numbers moved because the work was done right.

Full schedules. A phone that rings. Patients who show up. That's what dental marketing should do. And that's what Edison is here for.

Ready to finally forget about your marketing?

Let's talk about your practice.

goedison.com

Honest about what works. Straightforward about what doesn't. Responsive when you need us.