



Cosmetic Dentistry

Custom Content: Slideshare

CASE STUDY



Client: Cosmetic & Esthetic Dentistry

Client Website: <http://www.cosmeticsmileteam.com>

Market: Boston, Massachusetts

Practice Area: General Dentistry

Background & Goals

Cosmetic & Esthetic Dentistry provides a range of general, cosmetic, and neuromuscular dentistry services to patients in and around the Boston area. Boston is a competitive market for any business, which made it difficult for principal dentist Dr. Ryan Clancy to attract patients seeking basic dental care and hygiene.

To help Cosmetic & Esthetic Dentistry stand out in a crowded marketplace and drive leads for the practice's general dentistry services, Page 1 Solutions developed a strategy centered on the **creation and distribution of custom content** that clearly communicated the dentist's authority to prospective patients.

In order to stay top-of-mind with users, Page 1 Solutions' strategy encompassed the creation of **compelling, digestible content**; **use of high-quality imagery**; and **systematic posting** on Dr. Clancy's website, third-party websites, and social media profiles.



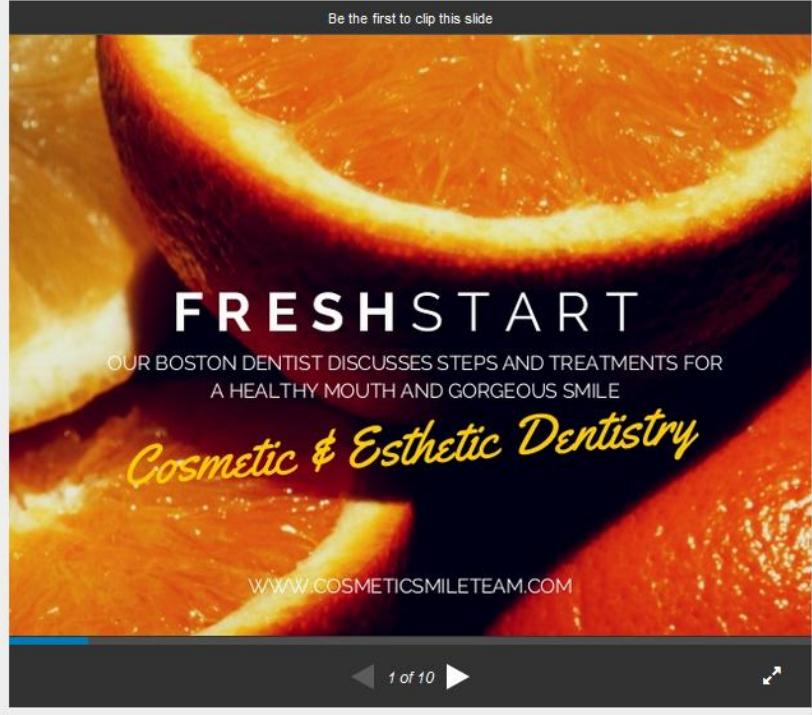
The Strategy

Rather than simply building a new Web page or writing a blog post, team members at Page 1 Solutions elected to create content that would tap into users' common impulses when consuming material online, including:

- Dividing content into digestible sections that users could read quickly and retain the information
- Utilizing visuals to catch users' attention and stand out from similar content unaccompanied by imagery
- Posting to multiple locations on the Web to encourage greater viewership and social engagement

Slideshare, an online slideshow platform developed by the professional social network LinkedIn, met all of these criteria. Combining branded messaging with custom content, Page 1 Solutions designed a [custom Slideshare presentation](#) to provide users with valuable information while keeping Cosmetic & Esthetic Dentistry top of mind.

Page 1 Solutions released the Slideshare presentation in October 2014. Team members at the agency also embedded the presentation on the practice website; shared it on the practice's Facebook, Twitter, and Google+ profiles; and enabled quarterly re-posting on Google+.



The slide features a large, vibrant image of orange slices. At the top, the text "Be the first to clip this slide" is displayed. In the center, the word "FRESH START" is written in large, bold, white capital letters. Below it, the text "OUR BOSTON DENTIST DISCUSSES STEPS AND TREATMENTS FOR A HEALTHY MOUTH AND GORGEOUS SMILE" is shown in a smaller, white font. Overlaid on the orange slices, the words "Cosmetic & Esthetic Dentistry" are written in a stylized, yellow font. At the bottom right of the slide, the website "WWW.COSMETICSMILETEAM.COM" is listed. A navigation bar at the bottom indicates "1 of 10".

Are You Caring For Your Teeth Properly? Here Are Some Tips From Our Boston General Dentist.

319 views

The Results

Number of views on Slideshare:

- April 2015-April 2016: 137 views
- October 2014-March 2015: 182 views
 - (Slideshare did not implement analytics features until April 2015 – tracked via Google URL Builder)

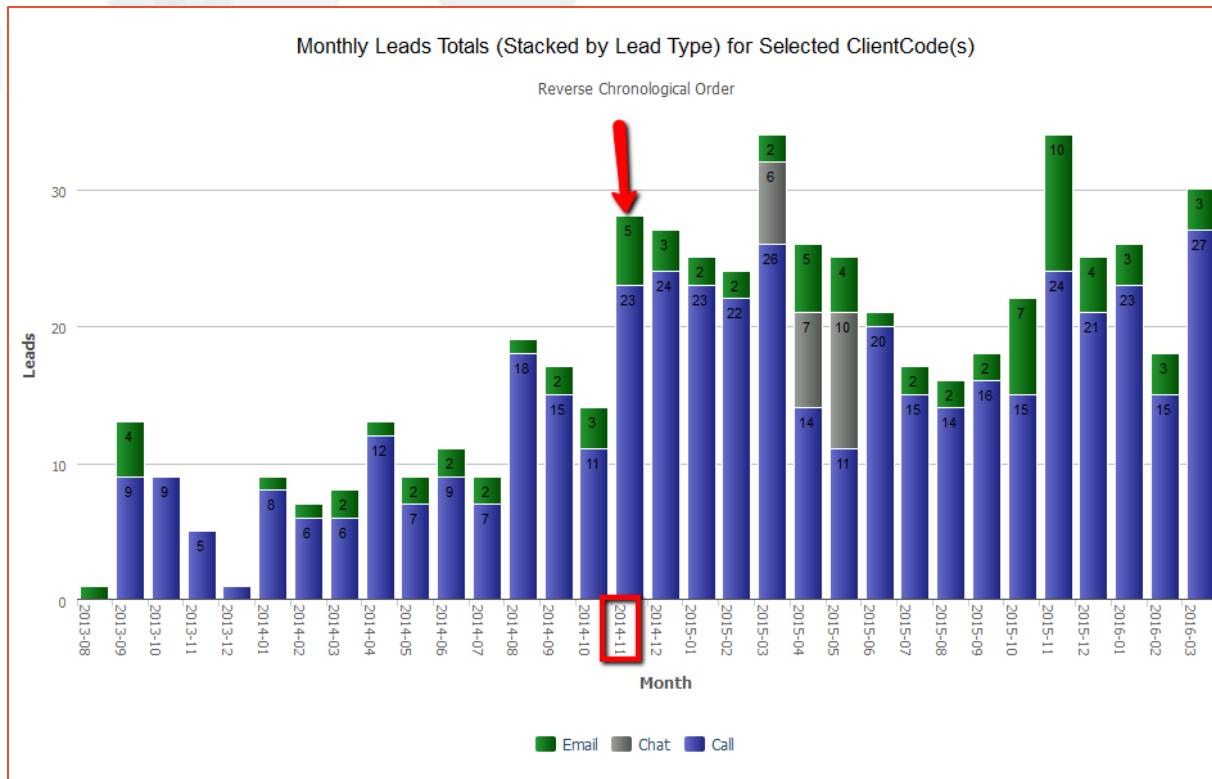
Clicks & Social Shares:

- Clicks to Slideshare from Dr. Clancy's website and social profiles: 51
- Facebook shares: 5
- Twitter shares: 4

Presentation has been viewed by users in multiple countries, including:

- The United States
- Russia
- Germany
- The Philippines
- India

The Results, Continued



The month after the Slideshare presentation was published, Cosmetic & Esthetic Dentistry experienced a **100% increase in leads** through its practice website. Leads increased 142% within six months of publication, and the same boost occurred around the one-year anniversary of the presentation.

NOTE: Other marketing campaigns were ongoing throughout this period and contributed to these lead increases.

Impact

The Slideshare presentation that Page 1 Solutions created for Cosmetic & Esthetic Dentistry demonstrates the popularity and shareability of enhanced content. The correlation between the distribution of enhanced content and the increase in leads the practice enjoyed also suggests that online users view this content as a confirmation of a dental practice's authority as a provider and the dentists' commitment to transparent communication with prospective patients.

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Effective Web Marketing

