

## Overview

### Campaign Focus

Awareness & Interest

### Campaign Length

1 Month

### Objectives

To increase awareness and new patients with dental promotions.

### Products Utilized

- MMS/Text Marketing

## Results

### Total Sends

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12,000

### Total Opened

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10,841

### Strategies & Solutions

- We recommended an MMS/Text Marketing Campaign
- We built out a plan targeting high net-worth women in a 20 mile radius of the practice.
- 12,000 MMS sends received a 90.34% open/read status. Which is incredible
- This campaign was re-launched several times after the client was happy with the results.