

MMS/TEXT MARKETING CASE STUDY

Dental Industry



Overview

Campaign Focus

Awareness & Interest

Campaign Length

6 Months

Products Utilized

MMS/Text Marketing

Objectives

The objective was to increase awareness and interest in for dental business through a strategic text marketing campaign. By sending timely and engaging text messages about special offers, appointment reminders, and dental health tips, we aimed to capture the attention of both current and potential patients. This direct communication approach helped enhance client engagement, drive appointments, and boost overall visibility of their dental services.

Solutions

- ◆ We built out a plan targeting high net-worth women in a 20 mile radius of the practice.
- ◆ Overall, of the 12,000 MMS sends 90.34% were opened and read.
- ◆ Client has since renewed several times because they were so happy with the results and analytics provided to them.

Total Sends

12,000

Total Opened

10,841