



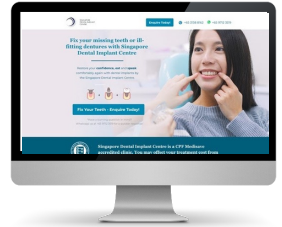
SINGAPORE DENTAL IMPLANT CENTRE

REGAIN YOUR CONFIDENCE AND SELF-ESTEEM WITH TOOTH REPLACEMENT WITH DENTAL IMPLANTS

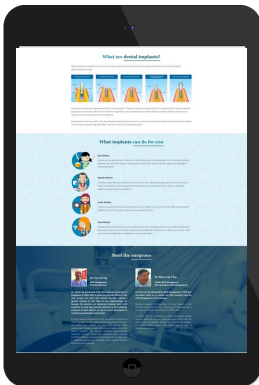
The Challenge:

The team in Singapore Dental Implant Centre (SDIC) had little experience in running digital marketing campaigns. Because of the competitive industry, they also face difficulty in acquiring new patients.

Additionally, as dental implants are relatively new compared to dentures, SDIC had to find a way to educate the general public and senior patients.



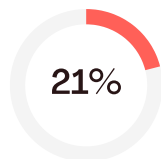
The Solution:



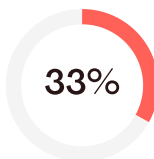
SEM

- Implemented Search Engine Marketing campaigns.
- Built a conversion driven landing page with educational elements.
- Consistently optimised and tracked campaign performance to acquire new patients.

The Results:



Reduction in cost
per lead



Increase in leads



Clicks per month
to landing page
and website