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INCREASING REVENUE FOR WEST VALLEY DENTAL

THE OBJECTIVE

The objective of the project was to increase West Valley Dental's revenue while decreasing marketing spend. We aimed to enhance their marketing components while keeping their spending as low as possible. Additionally, the project focused on creating a marketing strategy that used their specific and humorous brand to attract quality patients and drive revenue growth.



THE OVERVIEW



HOW WEST VALLEY DENTAL UTILIZED GARGLE TO DOUBLE REVENUE TO \$5 MILLION IN ONE YEAR

In 2021, West Valley Dental needed to be more cohesive with its marketing partners. One firm managed postcards only. Another firm managed the website. Others managed their digital ads on Google. One managed their Social Media, and so on. They finished that year at \$2.5M in collections, nothing to be ashamed of, but their office manager, Jenny, knew Dr. Hsue could produce more, and the staff was ready to support him. They were ready to figure out the missing components of their marketing engine. In 2022, Jenny decided to have Gargle, Inc, a dental-specific marketing agency, become their full-service digital marketing partner. Up to that point, Gargle was the only company that had helped them save money on their postcards.

With Gargle now serving as their independent marketing arm, they had full visibility and could provide more transparency into the amount of money spent on each campaign. This partnership became vital to their success. In 2022, that first year as West Valley Dental's exclusive marketing partner, Gargle's marketing strategy, saved Dr. Hsue's practice \$62k in marketing spend from the previous year, and increased their production to \$4.98 million, a \$2.48 million increase from the year before! The doctor's implant and full arch caseload are now booked over three months out! West Valley Dental and Gargle developed a true collaborative partnership.

PROBLEM

In 2021, West Valley Dental's marketing strategy was disjointed. Their spending was extremely high, and they were contracted with multiple marketing agencies. This resulted in undesirable new patient quality and production.



SOLUTION

In 2022, West Valley Dental pivoted all its marketing services to Gargle. Gargle designed a custom marketing strategy that leveraged their personality and brand with campaigns that were reported in a results dashboard that integrated with their PMS for increased visibility and accountability to both West Valley Dental and Gargle.



RESULTS

In 2022, using Gargle, West Valley Dental spent \$62k less on marketing than they did in 2021 and did \$4.8M in collections, an increase of over \$2M from 2021.



THE BENEFIT

Working with Gargle provided several benefits for West Valley Dental. They attracted quality patients through tailored and humorous marketing, resulting in brand recognition that could be monetized. The partnership fostered visibility, trust, and honesty, allowing for a deep understanding of the practice's goals. Gargle's marketing strategy included Swell's reputation management system to improve its online reputation, leading to better conversion rates and more new patient calls. The ability to pivot and try new strategies led by Gargle helped West Valley Dental with a rebranding effort into a more implant-focused practice while also staying competitive in a changing market. Overall, Gargle offered customized marketing, visibility, a trustworthy partnership,, and adaptability for success.

THE TAKEAWAY

West Valley Dental's transformation with Gargle highlights the importance of having the right kind of collaboration between a dental practice and marketing partner; transparency, accountability, and understanding one another's goals and competencies. By using West Valley Dental's unique sense of humor and style, we were able to attract the right patients, which translated into significant revenue growth.

Trust was a crucial element of West Valley Dental's relationship with Gargle, which allowed them to experiment and pivot when needed. The practice's success also shows the impact of patient testimonials and the importance of honest and transparent marketing strategies. Jenny put it best when she reported back in an interview with Gargle,



I cannot stress enough the importance and power of a strong marketing partner who knows who we are. Gargle puts our practice's goals and brand integrity first. It's all about listening to your client, creating that relationship, and building something you are both excited to be a part of. Gargle knows who I am, who my team members are, who Dr. Hsue is, and what we worked so hard to create. They don't want to change us; they want to market who we are and help us reach our goals! We can have those tough conversations that I couldn't have with other marketing agencies because there is a mutual goal of success. We accomplish more together in less time than ever before. I only wish I'd have let Gargle do more for us years ago!

- Jenny, West Valley Dental Office Manager

