

## CASE STUDY

# Aligning an Orthodontics Practice with Its Target Customers



**212%**  
Increase in  
Website Traffic

**192%**  
Increase in  
Clients

**33:1**  
ROI  
From Digital Ads

## Overview

Market Hardware helped Coastline Orthodontics rise to the top of local search results. They doubled their website traffic and nearly tripled their number of new patients per month.

## Background

Coastline Orthodontics, a Jacksonville, Florida practice, currently has four locations. It has successfully treated more than 30,000 patients since 1985. Dr. Brad Mokris and his team provide patients with metal and clear braces, Invisalign, and other orthodontic treatments.



## The Problem

### The Problem: A Marketing Strategy That Was Perfect—for the 1990s

Before partnering with Market Hardware, Coastline Orthodontics had a website, Yellow Pages digital ads, and an SEO consultant. The SEO consultant didn't even provide reporting.

As a result, most of their marketing happened offline. Referrals from other dentists and community event appearances were the only real outreach they had.

The situation frustrated Dr. Mokris. He wanted the practice to reach its full potential.

Mokris explained, "I had just joined the practice and saw that they weren't really doing any marketing in the digital realm. It was frustrating to see because I knew they were only hitting a small fraction of the potential that they could be getting if they started doing digital marketing."

Since most of its new patients came from referrals, the practice depended heavily on local goodwill. Before Market Hardware came on board, many of those referrals dried up. That signaled time for a change.

## The Solution

### Bringing the Practice to the Leading Edge Digital Marketing

In his previous solo practice, Dr. Mokris had consulted with a Market Hardware representative. Though he didn't have the budget for digital marketing services then, the meeting impressed him.

When a colleague mentioned Market Hardware, Mokris remembered that encounter. He knew Coastline's challenges gave him the perfect chance to bring Market Hardware on board.

It took Mokris some time to convince his colleagues of digital marketing's advantages. However, Coastline finally took the plunge.

Then, the Market Hardware team got to work.

First, Market Hardware's experts hunted for the right keywords to optimize Coastline's website for local searches. Then, they made the practice's website easier for patients to navigate.

They also provided the practice with a [referral-building course](#). With the tips in the course, the Coastline team quickly learned to expand their reach.

## The Results

### Skyrocketing Patient Numbers Led the Way to Success

The strategy paid off in huge ways. The practice saw significant increases in key metrics as their new digital marketing partner helped them find and seize new opportunities.

As Dr. Mokris put it, “First and foremost, our new patient numbers have skyrocketed over the years of working with you guys.” So did the practice’s ROI from digital leads, now up to an amazing ratio of 33 to 1.

The practice’s missed call percentage also plunged. New monthly reporting from Market Hardware showed how many calls they were missing. Critically, they learned when these missed calls happened. That empowered them to make strategic changes.

Additionally, their new website drove new patients to Coastline, boosting overall conversions.

New online leads nearly tripled. Web traffic more than doubled. That’s not surprising. Their search rankings on Google improved by 93 overall—145 on local searches and 106 on mobile.

Also, Market Hardware introduced Coastline to CallRail. They are now using it to train new employees. Those new employees include its first-ever remote worker.

According to Mokris, the support the practice receives from Market Hardware is “awesome and helped us with ... everything we have ever needed ... quickly and without question.”

He adds, “There have never been any downsides. It has always been amazing.”



**First and foremost, our new patient numbers have skyrocketed over the years of working with Market Hardware.**

**Dr. Brad Mokris**  
Coastline Orthodontics



## The Future

### Continued Growth Through an Evolving Digital Marketing Strategy

Fueled by its success, the practice plans to open another location. To support that move, the practice will revamp its website and digital marketing strategy.

With its rapid growth, Coastline Orthodontics finds itself a bit short-staffed. However, they plan to hire new team members soon.

When they find quality people to fill those empty slots, they plan to test geofencing and other state-of-the-art strategies. The goal: to expand their reach among their target market.

Geofencing allows dental practices and other businesses to reach people based on their mobile device’s location. It enables a business to reach its target audience based on both online and offline behavior.

It also helps them deliver more targeted, personalized ads and measure both engagement and visits. Market Hardware has seen a dramatic improvement in user reach, website visits and qualified leads in similar practices that have used geofencing.

Above all, Mokris says the practice can now focus on providing people with dazzling smiles. With Marketing Hardware providing the lion’s share of the marketing, Coastline can pursue its passion.

In Mokris’ words, “I love that I can be very hands-off. ... I am very confident having you all as partners, and that’s a great feeling!”