

# CASE STUDY: BISSON DENTISTRY

## THE SITUATION

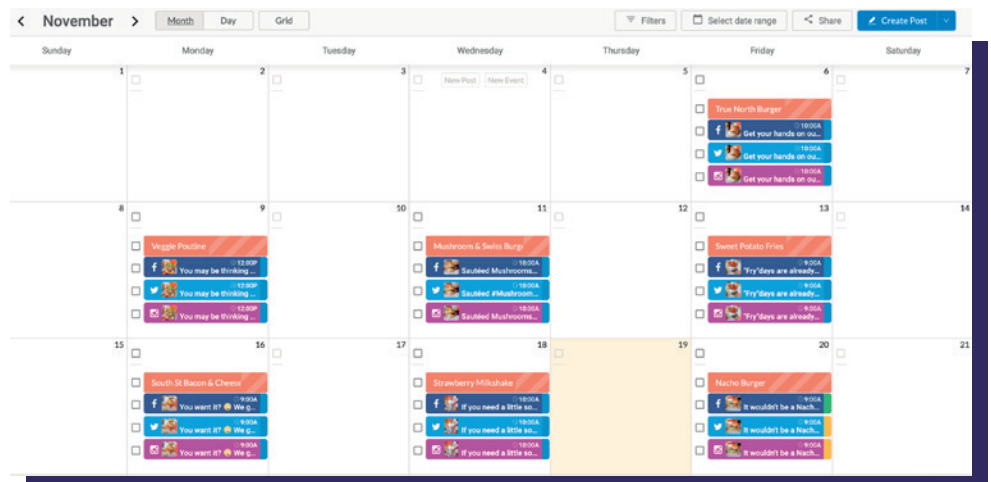
We started working with Bisson Dentistry in the Fall of 2018 providing Social Media & Community Management services to them as their practice began to grow in Guelph, Ontario. Originally, they were looking for a company to showcase not only their services but also their community involvement in a creative way. Bisson Dentistry goes above and beyond to ensure that their patients have an incredible dental experience, offering services and amenities not seen at any other practice, and they needed an agency that understood their mission of redefining the dental experience.

Bisson understood how important it was to be present on all platforms and meet each customer where they are in their journey, which has helped them generate a consistent flow of new business coming through the door.

As the relationship grew overtime, and because digital marketing is a complex web of interactions that a potential client has with your business, we began to take on more of their digital marketing strategy to ensure they were providing a consistent experience across the board.

## THE SOLUTION

We understand that creativity is naturally subjective and that handing over your social media accounts can be like handing over your car keys to your 16-year old daughter that just got her license; it's stressful. That's why we provide all of our clients with complete and direct transparency and communication into what we create and have planned weeks in advance so that there are no surprises.



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Bisson Dentistry

Desktop Mobile

Bisson Dentistry

10:00 am - Monday, November 09 EST

Did you hear the great news?!

We are offering a **FREE** adult new patient exam for a limited time! That's \$139 in savings!

To receive your free new patient exam visit our website or give us a call to schedule your appointment

<https://dentialsolutions.ca/our-services/family-dentistry/dental-exam/>

(226) 299-0713

FREE

NEW PATIENT

EXAM

LIMITED SPACES

AVAILABLE

\*Must schedule Full New Patient Exam with a dental cleaning to receive this promotion.

POST CATEGORIZATION

CAMPAIGN No Campaign

POST TAGS No Tags

POST DETAILS

PUBLISHING HANDLED BY HeyOrca! Scheduler

STAGE

Published

Visit Post

COMMENTS

No Comments Yet

Internal Everyone

Add a comment

We start with information gathering; a deep dive into your business and what your goals are. For Bisson, it was to grow their online community within Guelph, Ontario, and to highlight all of the different local initiatives they support on Facebook and Instagram.

## OUR RESULTS

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Bisson Dentistry

Published by HeyOrca [?] · December 12, 2019 ·

This week, Bisson Dentistry presented Hospice Wellington with a donation from our annual sports guard clinic allowing Hospice Wellington to continue responding to the needs of everyone who comes through their doors 🙌

Anne from Hospice Wellington (left) was delighted to receive a donation from Jennifer from Bisson Dentistry (right) 🙌 If people come together to support the community, we create endless possibilities. 🙌

Bisson Dentistry

Medical Service

Learn More

Performance for Your Post

5,615 People Reached

161 Reactions, Comments & Shares

138 Like

17 Love

3 Comments

3 Shares

328 Post Clicks

102 Photo Views

135 On Post

16 On Post

3 On Post

2 On Post

4 Link Clicks

3 On Shares

1 On Shares

0 On Shares

1 On Shares

222 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

0 Hide All Posts

0 Unlike Page

Reported stats may be delayed from what appears on posts

Bisson Dentistry

Published by HeyOrca [?] · July 16, 2019 ·

Last week, the Bisson team participated in a Random Acts of Kindness day around Guelph. Some of the random acts of kindness from our team included paying for coffee at Tim's, taking cold drinks to construction and ground crews and more. 🙌

The world could always use a little more kindness 🙌

Bisson Dentistry

Medical Service

Learn More

Performance for Your Post

5,795 People Reached

124 Reactions, Comments & Shares

94 Like

20 Love

3 Comments

7 Shares

327 Post Clicks

279 Photo Views

89 On Post

19 On Post

2 On Post

7 On Post

0 Link Clicks

5 On Shares

1 On Shares

0 On Shares

0 On Shares

48 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post

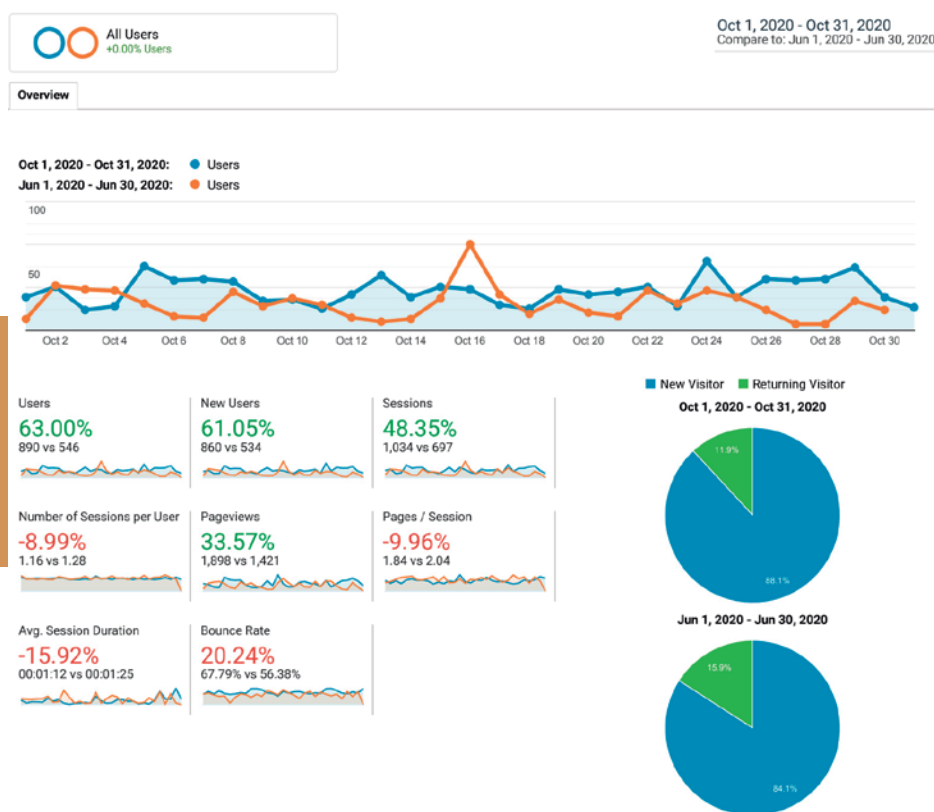
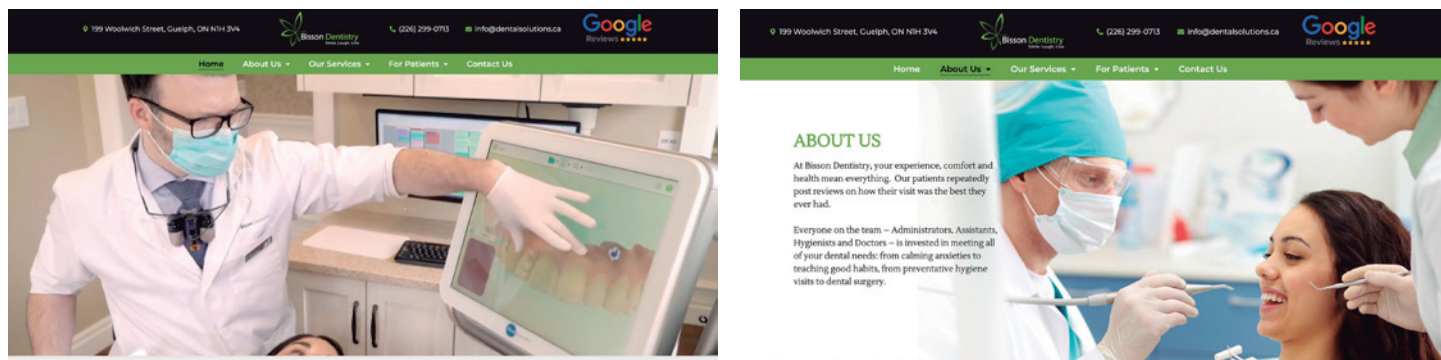
0 Report as Spam

0 Hide All Posts

0 Unlike Page

Reported stats may be delayed from what appears on posts

As the relationship and their growth continued, we eventually started to make recommendations as to how they could continue to improve their digital presence and experience for users and visitors. The next project we helped them with was a complete redesign and redevelopment of their website. Here's the result of the website refresh:



Here's a snapshot of where we started, and where we are at now when it comes to website traffic.

#### Community Bisson

6 reviews

★★★★★ 11 hours ago

David of Merged Media has been fantastic to work with! I really appreciate the quick attention to details and the guidance I have been provided with my social media platforms and website. Professional and creative is something the entire team of Merged Media provides. You will be pleased with the value their service provides your business to bring it to the next level!

Like

We're now a few months into an SEO (Search Engine Optimization) campaign to increase their ranking and website authority online for the services they offer, and look at that - 63% increase in traffic!

An integrated digital mix is how we were able to transform the fortunes of this client and help them grow!