

The Saffari Dental Center

A New, Digital Approach for An Established Profession

By leveraging online campaigns and precise
lead tracking

*"It was unbelievable to see just
how many people near me were
actively looking for my services"*



Dr. Bahman Saffari

Head of The Saffari
Dental Center



The Problem

Inability to convert new patients not directed by referrals

Dr. Bahman Saffari, the owner of the Saffari Dental Center, knew that his existing customer base was provided through referrals and connections. He had been using print advertising and other forms of “traditional” advertising to little success. His main goal was to attract new and high-paying customers but knew his existing methods had room for improvement.

“A person who hears about my practice through referrals has a much higher chance of scheduling an appointment versus someone who simply saw my flier in the mail. It was crucial to reach more people on multiple platforms to help build my practice’s credibility and increase patient volume.”

Dr. Saffari knew that not only could his existing marketing efforts be improved, his practice also needed to have a website to bolster its online presence. It became imperative that he get started with digital marketing through an external firm so that he was able to focus on different things for the Center. With this in mind, he started working with the marketing team at Patients Now in early 2018 to see how he could grow his Dental Practice’s online visibility.



The Solution

All-New Website, Direct-to-Email Web Forms, & Expertly Designed Search Engine Marketing

1 Built an All-New Website

for the Saffari Dental Center to showcase Dr. Saffari's capabilities and the various procedures that he could offer. The website also listed any limited-time offers that could help sway potential patients' opinions about scheduling an appointment.

2 Created Highly-Targeted and Tailored Landing Pages

so that no interested potential patient was ever allowed to "slip through the cracks." People who were looking for dentists in a 5-10 miles radius around Dr. Saffari's practice would immediately see his practice listed at the top of their search. The landing pages were designed as extensions of the main website and were optimized specifically to allow for maximum conversions. Every lead received through these landing pages was always immediately sent to Dr. Saffari so his staff could follow up and schedule an appointment time.

3 Implemented Paid Google AdWords Campaigns

to radically increase digital visibility of the Saffari Dental Center. Instead of relying on broadly targeted traditional advertising methods, Dr. Saffari utilized Patients Now to specifically target potential patients aged 25-55 within 5 miles of his Practice location so that patients were more likely to schedule an appointment.



The Result

Substantial Increase in Patient Call Volume and Appointment Booking

Within the first 3 months...

Saffari Dental Center was able to generate 149 new patient leads

Dr. Bahman Saffari stated...

that Patients Now's digital marketing expertise was greatly beneficial for his Dental Practice

Achieved more than a 90%

conversion rate based on his total ad spend and number of leads collected

"If not for the Patients Now Marketing Team, I would not have been able to reach where I am today. I was just getting used to relying on the same base of patients for repeat procedures; thankfully their team helped me expand into new marketing spaces that let me acquire new patients, consistently. They truly revitalized my practice."



About The Saffari Dental Center

The Saffari Dental Center is a full-service dental service center. It is led by Dr. Bahman Saffari, D.D.S.; he is a dental expert and performs routine cleans, teeth whitening, tooth extraction, dental implants, root canals, emergency dental care, and many other types of dental services. The center is located in Houston, where certified and experienced staff provide each patient with the best dental care and highest quality customer service.

About Patients Now

Patients Now is a full-service digital advertising firm that aids doctors and their practices by creating expertly designed campaigns. Patients Now focuses on offering custom solutions to doctors to help them reach more patients. Clients are given access to our full suite of services, including Search Engine Optimization, Website Design, Social Media Marketing, Search Engine Marketing, Logo Creation, and many more digital solutions.



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for Your Practice?**

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