



HIBU + LACEY DENTURE CLINIC CASE STUDY

OVERVIEW:

LACEY DENTURE CLINIC

“We’ve been serving the community longer than any other business.”

Lacey Denture Clinic is a long-standing business fixture in Lacey, a small rural community outside of Olympia, Washington. Originally founded in 1980, the clinic was owned and operated by the founding dentist until 2006. At that time, the practice was purchased by Dr. Kurt B. Toolson.

Today the friendly four-person clinic provides denture and implant services to local patients. “We’ve been serving the community longer than any other business,” the clinic states on its website. “Most denture clinics don’t have a dentist or a laboratory, so patients can get everything they need from our team.”

THE CHALLENGE

When Dr. Toolson took over the clinic, their advertising was exclusively print. “We felt like, as things went more digital, that we needed to... because of the [older] demographic of our patients, that we still needed to stay [with print advertising],” Denise Myers, Office Manager, told us.

So, Lacey Denture Clinic needed a way to continue to reach their older, established audience, but also move into digital, in order to expand the number of patients coming to the clinic.



THE HIBU SOLUTION

The Lacey Denture Clinic had been approached by many companies selling digital marketing. They chose Hibu because of “the quality of the Rep.” Myers said. “Very smart. Very helpful. We had a horrible experience with [another company’s] Rep... and I wanted to go with someone I was more comfortable with. And it turned out to be great.”

Hibu helped the clinic get started, step by step, with their digital marketing – starting with a new website, then adding targeted search marketing that enabled the clinic to reach their existing patient group and a new, younger audience.



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THE RESULTS

Today, the Lacey Denture Clinic’s digital marketing from Hibu includes a website, search, display, and social advertising. Plus, Hibu monitors their online listings and reputation – generating and sharing patient reviews.

The clinic gets all its digital marketing from Hibu – having a single partner saves time and money – and because everything is connected, they have been able to substantially increase their ROI. And, since Hibu manages all their digital marketing, the brand and messaging are consistent.

“Our business has... I’m not going say that it has doubled, but it likely could have doubled.” Myer said. “We had to scale back because we’ve gotten so busy.”

During a recent 90-day period, The Lacey Clinic’s digital marketing from Hibu generated:

143

Total Leads

1,730

Ad Clicks

2,903

Website Visits

100

Patient Reviews

“[Before Hibu, we were] spending the same amount we’re spending now, and some months not seeing any return. Now the return is just amazing.” Myers told us. “So, if anybody’s thinking about going more digital, I would highly recommend [Hibu. They] helped this business out incredibly.”

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