



# Case Study: Strobel Dentistry

## The Challenge: Growing Word-of-Mouth



Strobel Dentistry, located in the heart of Chicago, has been owned and managed by three generations of Strobels. Marketing Manager Jess Pirotte says that the practice has historically attracted patients by word-of-mouth, which she admits is now online: *“Online reviews are more important than paid advertising by far, because reviews drive how people make decisions these days. Online reviews and search are an increasingly important referral source of new patients for our practice.”*

**Strobel Dentistry** needed a trusted partner to help patients provide feedback on the most important review platforms, so that the practice could be found and chosen.

## The Broadly.com Solution



**Broadly.com** created a branded campaign to follow up with and thank Strobel Dentistry patients. Patients with positive feedback are prompted to share the great news on Google, Yelp, Facebook, and their website. Broadly.com automatically publishes all great reviews on Strobel Dentistry’s website, delivering immediate SEO benefits.

## The Results: In Two Years...



Reached 150 **Google reviews**, earning a **4.9 average** rating



Earned a **5-star average** rating on **Yelp**



Published **over 300** 4- and 5-star reviews to their website

### From Strobel Dentistry:

*“We track how our new patients find us – as visitors to our site, clicks on our ads, and more. Most often, when new patients call us, they reference our great reviews on both Google and Yelp.”*

*“Broadly has been really successful in getting our patients to respond. We have worked with a couple companies before, and Broadly has been the most effective.”*

Visit **Broadly.com** to learn more

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