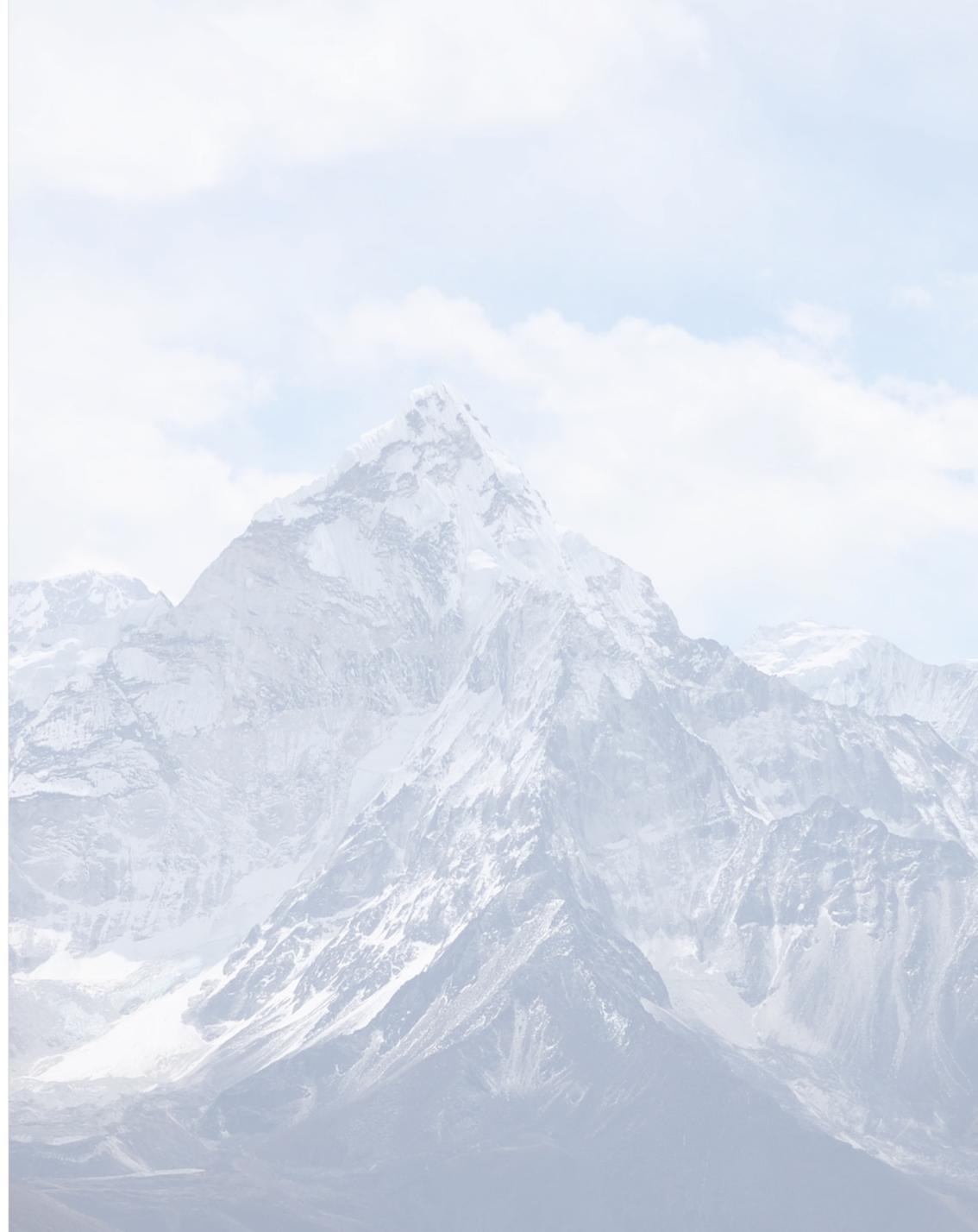




Conversion Benchmark Report for **Cosmetic and Dental**

Discover conversion trends, stats, averages and benchmark your performance against other businesses in the Cosmetic and Dental industry.



Receive answers to the most complex questions

The best thing about this benchmark report is it will help you confront the most intricate questions commonly asked by company executives and clients, such as:

01

How does marketing help bring in conversions?

02

What are my competitors doing to generate conversions?

03

How well are my competitors and other businesses in the industry performing?

04

What channels are most, or least, effective at driving conversions?

05

Which online channels are making the telephone ring?

More importantly, benchmarking your activity allows you to understand how well you're actually performing compared to other businesses in your industry and evaluate where you're going right—or wrong.



Time to check up on your conversion performance?

The internet has played an important role in distributing dental and cosmetic information to millions of individuals. With that in mind, dental and cosmetic marketers must ensure that they have a prominent online presence if they're to keep up with the competition and secure patient acquisition.

2.3% Cosmetic and dental has an average conversion rate of 2.3%, but top performers convert up to 23.1%

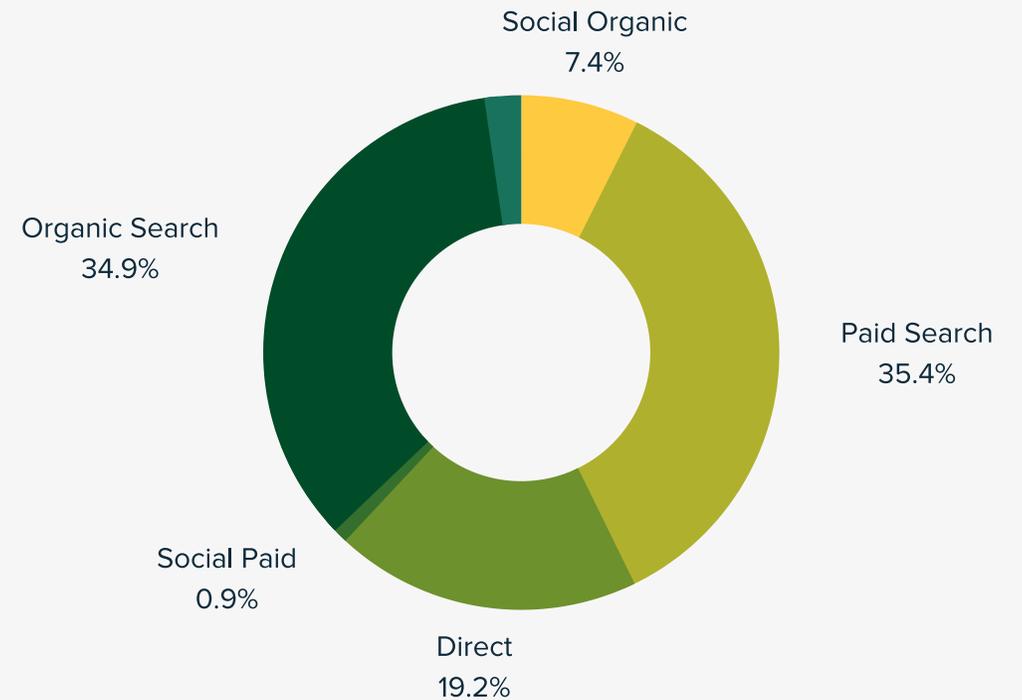
Website visitors by channel

Organic and Paid Search drives 70% of website traffic

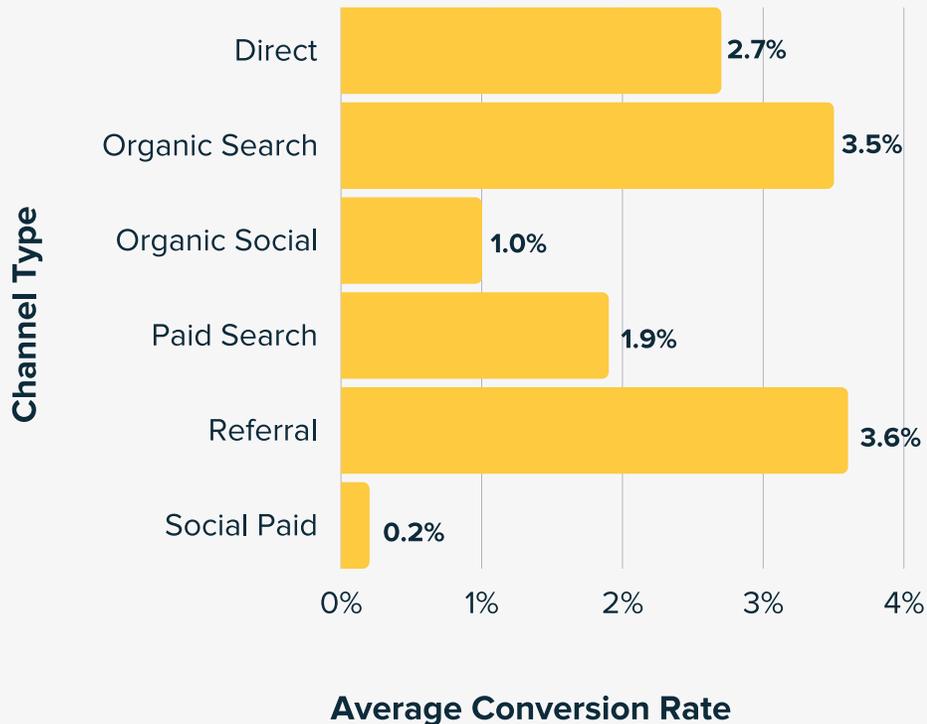
Search is fundamental for online visibility and is the first source of information for dental treatments and cosmetic procedures. If you're not optimising your website for search, then you could be missing out on as much as 70% of online traffic.

At times, individuals don't typically search for dental treatments or procedures unless urgent care is required. Some people need a solution to a problem quickly, and Paid Advertising allows dentists and cosmetic marketers with a quick and effective method to reach patients with higher-intent keywords.

Traffic by Channel Type



Average Conversion Rate by Channel



Conversion rate by channel

Referral has a higher conversion rate compared to other marketing channels

Referral is significant driver of customer acquisition and revenue growth. In most cases, a recommendation, either online or offline, can result in a brand search or Direct enquiry. When searching for a Dental practice or cosmetic procedure, patients want to feel assured that they're putting their trust and faith in the right hands. It's not unusual for individuals to seek advice or read reviews from previous clients before making an enquiry or consultation. With that in mind, marketers need to strongly compete for referrals to gain leverage over competitors and secure long-term returns. As the competition escalates online, so does the cost to drive more relevant traffic and conversions. As a result, marketers are using customer journey analytics to understand which ads, keywords and landing pages lead to the most valuable outcomes, allowing them to maximise performance, reduce marketing costs and create better customer experiences.

| NEXT

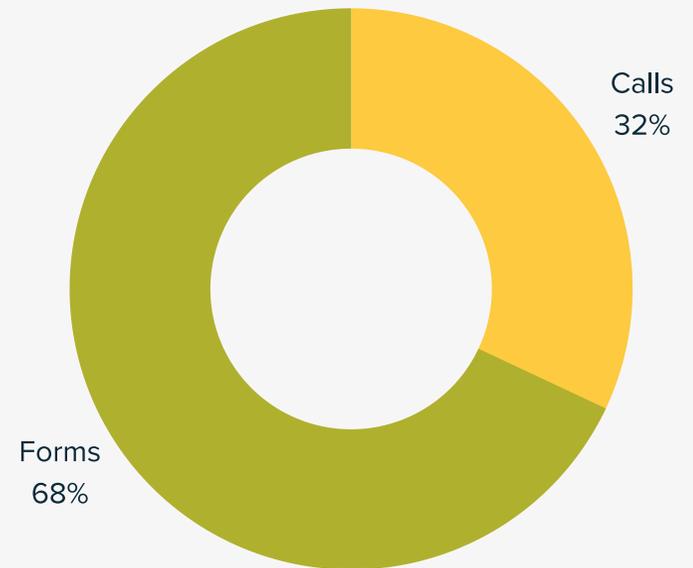
Share of phone calls vs forms

By not tracking calls you could be missing as much as 68% of conversions

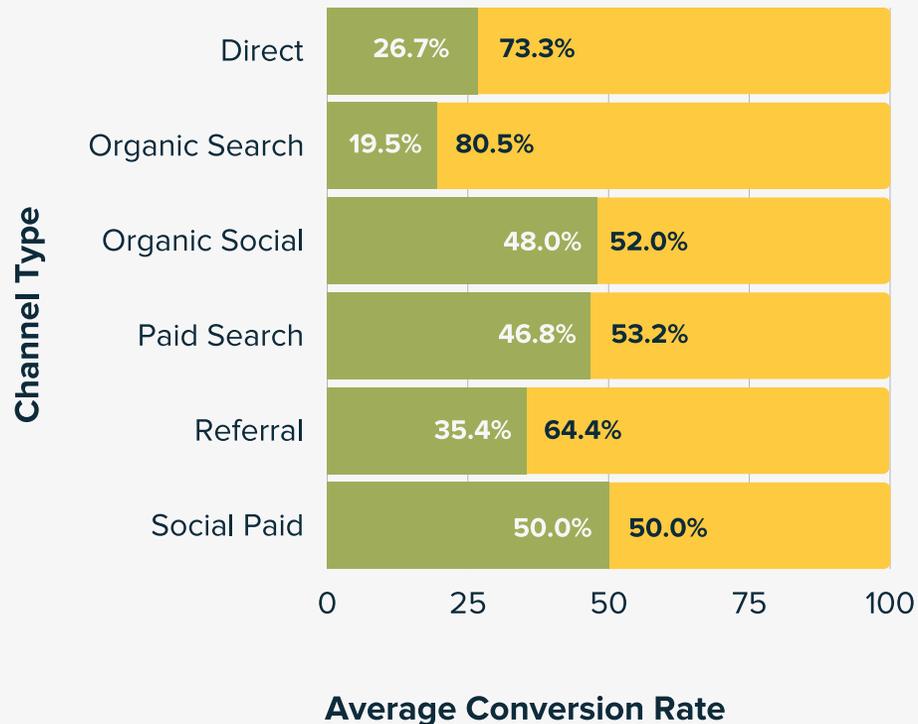
While the journey may start online, many potential clients do still prefer to book appointments and enquire about dental and cosmetic procedures over the phone.

Discussions usually involve the exchange of personal and sensitive information. With that being the case, individuals feel most comfortable speaking with a professional over the phone.

Share of Calls vs Forms



Phone Call vs Form Completion
by Channel



Share of phone calls vs. forms by channel

Majority of individuals are researching online and converting over the phone

Whether prospects found out about your dental practice or cosmetic service through an Organic Search, Paid ad, or a referral on social media, most will convert over the phone.

Using an offline attribution solution like Ruler Analytics, you can track which marketing source, keywords and ads are not only driving the most offline conversions—but the highest value. Allowing you to optimise spend towards the marketing activity that has the potential to drive the most worthy deals.

 **Forms**  **Calls**



Trends and observations shaping Cosmetic and Dental marketing

By now, you should have a better idea of how you stack up against the competition. But what next? Here is a summary of the trends and observations that we've uncovered working alongside cosmetic and dental organisations.

1. The customer journey isn't simple

Conversations are highly sensitive, and clients find it difficult to transfer personal details and medical history over web-based platforms. With that said, clients are relying on offline communication channels, such as the telephone, to protect their patient confidentiality.

Therefore marketers in the Dental and Cosmetic sector are implementing offline tracking to help identify which marketing activities drive the most -profitable offline conversions, and are allocating budget into the sources that generate leads with a higher propensity to become high-value clients.

2. Reviews are key to successful lead generation

Reviews are a great way to grow your business as they allow you to harness past experiences to inform future patients and clients about your services. People looking for dental or cosmetic procedures often consider reviews to ensure that they're putting their confidence in the right hands.

Online referrals play a significant role in the customer journey and often result in offline interactions. With that in mind, healthcare professionals find it hard to prove the exact value of reviews as they don't have full visibility over the journey.

3. More reliance on tech and marketing automation

Cosmetic and Dental practices services are implementing tech to help collect and record interactions, boost patient satisfaction and reduce advertising costs.

However, bringing your sales and marketing tools together can be tricky. Marketers in the Cosmetic and Dental sector are taking advantage of attribution software to manage and track cross-channel journeys cohesively to understand customer behaviour and prioritise budget spend in the right areas.

Case Study

110 ENQUIRIES PER MONTH

A cosmetic dental practice based near Manchester who were looking to grow by expanding their reach into Greater Manchester. They struggled to generate inbound enquiries from Organic Search after launching their website. Local competitors were outranking them and generating more traffic via Organic Search as they have been active with their SEO for several years. Ringway Dental were eager to increase their market share against strong competition.

SOLUTION

- Keyword research & Technical audit and fixes
- Competitor content gap analysis & Improve landing page content
- Create new landing pages & keyword-focused blog content
- Continual improvement of the domain rating/domain authority

RESULTS

- 125% increase in traffic from Organic Search within 12 months
- 120% increase in enquiries
- 1st position for Composite Bonding Manchester (700 search volume)
- 1st position for Composite Veneers Manchester (90 search volume)
- 2nd position for Cosmetic Dentistry Near Me (1.2k search volume)
- 4th for Invisalign Providers (150 search volume)
- 5th position for Cosmetic Dentistry Manchester (250 search volume)



Get in touch

Got any thoughts or questions about this report or required a free audit, feel free to get in touch:

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