

Customer Story

Cedar View Dental, with over a decade of dental expertise under their belt, had a substantial following on social media, but gaps in engagement and reviews on various platforms. Dr. Brad Jonnes, D.D.S. presented us with the opportunity to increase engagement on social media channels to generate more patient involvement and referrals.



Extra Mile Marketing approached Cedar View Dental's social media strategy by focusing on Facebook and Instagram. Our goal was to increase the number of followers as well as the interaction of existing followers with fun and lighthearted posts. Through this strategy, we encouraged followers to make referrals, post reviews on Google and Yelp, and schedule their next appointment with Dr. Brad!

Company:
Cedar View Dental

Industry:
**Healthcare,
Professional Services**

Size:
Small Business

Product or service:
**Preventative and cosmetic
dental care**

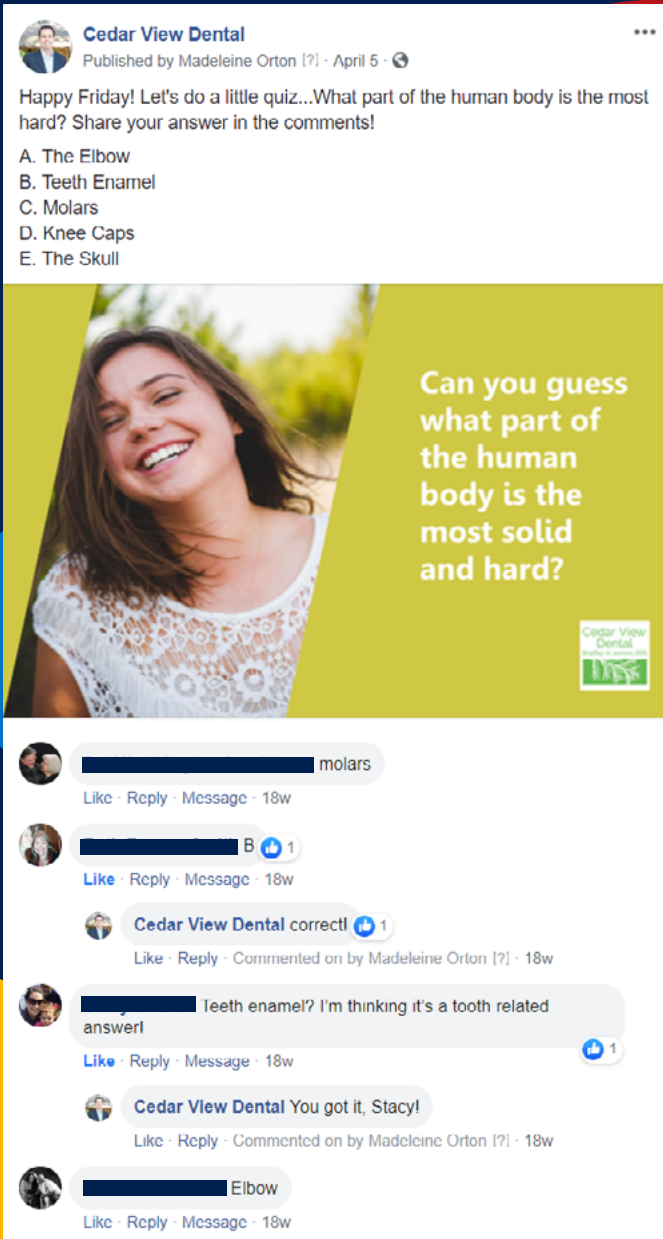
Deliverables:
**Social Media Videos
Social Media Quizzes**



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Social Media Videos

Extra Mile Marketing created a social media editorial calendar for Cedar View Dental to support consistent posting, even during busy weeks. One of our key social media tactics was a series of 30-second, animated videos that highlight fun dental facts. With a regular cadence, compelling graphics, and engaging content, followers could learn more about dental history (and spend more time thinking about Cedar View Dental in the process).



Social Media Quizzes

Another tactic in our social media arsenal was quizzes - do you know who invented the toothbrush?

The quizzes were posted to encourage viewer engagement. These posts furthered our goal to establish a regular and interactive content flow directed to our target audience.



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Looking for a fresh voice and consistent content flow on your social channels?

Contact Maddi to see how Extra Mile Marketing can help!