

CASE STUDY

VISUAL PRACTICE

The rebrand and relaunch of a powerful software package targeted at advanced dentists & orthodontists in North America.

zipline[®]
< B2B MARKETING >



Visual Practice is an extremely innovative practice management system designed exclusively for dentists & orthodontists.

In the world of software, everyone says they're innovative. Visual Practice is truly far ahead of its competition with a long list of features including being the first touch based system, the first platform to introduce 3D alignment mapping, the only platform to offer a complete secure portal, and the only platform designed for seamless cloud connectivity between locations and devices.

These great features pretty much sell themselves. The real challenge was building awareness for the product and helping dentists and orthodontists understand the benefits of some of these key features in a crowded market.



Challenges

- ✓ Build brand awareness with North American doctors.
- ✓ Create market awareness for the unique features & functions available in the product.
- ✓ Build trust with a closed audience for a new and different product.
- ✓ Increase qualified lead generation amongst the target audience.

Key Tools Used



Branding



Inbound Marketing



Email Marketing



Website Design



Marketing Automation



SEO & Advertising



Let's Cut to the results. How did we do?



Re-envisioned Messaging

We developed new sales messaging that connects with the target audience.



Complete Re-branding

A fresh new brand that positions the product as a modern industry leading product.



Lead Generation Focused Website

A re-imagined website experience that effectively tells the Visual Practice story.



Established a Marketing Program

Create a sustainable marketing & lead generation program that drives a consistent flow of new leads.



+310%
LEADS



+360%
TIME ON SITE



+240%
UNIQUE VISITS



-38%
BOUNCE RATE



+450%
PAGEVIEWS

Since the implementation of the new marketing platform for Visual Practice the results have been off the chart.

We have tracked a significant increase in every metric we monitor. The most impressive is the 300% increase in new leads with over 4x increase in closed deals. We didn't just find more leads, we found the right leads.



310% INCREASE
NEW LEADS



8 PAGE INCREASE
AVG SEARCH POSITION



I couldn't be happier with my decision to hire Zipline to help us re-brand and market Visual Practice. We had struggled for nearly 6 years trying everything we could think of and testing a number of agencies and marketing strategies. Within 4 months of Zipline's B2B Inbound System I had more new customers than I had in the entire 6 years without Zipline combined.



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For Similar Results:

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