

Marketing a "Dawson Dentist" Requires a Different Approach

Patients have a difficult time distinguishing one dentist from another. As a Dawson Dentist, you've invested time and money into improving your practice and raising your level of expertise. You need to make a similar investment in your online marketing strategy to attract patients who value your services and experience.

Dental Revenue™ Helps Dawson Dentists Succeed

Dental Revenue is a Baltimore-based company that specializes in marketing fee for service dentists. We work with some of the industry's leading dentists and dental organizations including the Dawson Academy, its international affiliates, faculty and alumni.

Over the past seven years, Dental Revenue have evolved to specialize in marketing "fee for service" dentists and comprehensive practices.

Through a combination of technology and services, the Dental Revenue Performance Program helps Dawson Dentist attract a consistent flow of new patients and revenue. We offer the industry's leading Reporting Dashboard, a HIPAA compliant tool that connects with Patient Management Software. New patient leads are reviewed and matched to revenue to determine true online marketing ROI.

Who We Work With



Dr. John Cranham
chesapeakecenterforcompletedentistry.com



Dr. Doyle Freano
completedentistrylexington.com



Dr. Raj Upadya
estheticdentalcare.com
dawsonacademyindia.com



Dr. Scott Finlay
annapolissmiles.com



Dr. Andrew Cobb
cobbdentistry.net



Dr. Leonard Hess
drleonardhess.com



Dental Revenue Offers:

- **Brand Focused Websites & Content Strategy**
 - Our Performance Websites are designed to sell comprehensive dentistry
 - Responsive site design using the latest code and SEO techniques
 - Content tailored to communicate the Dawson philosophy
- **Marketing Strategy That Generates New Patients & Revenue**
 - We start with a treatment plan and then invest in your success
 - SEO and paid advertising so your website is found in online searches
 - Video and print marketing services available to amplify results
- **Industry Leading Reporting Dashboard**
 - Connects with your Patient Management System
 - New patient leads are reviewed and matched with revenue to prove ROI
 - Drip e-marketing tools help convert more treatment plans into new revenue

PREVIEW THE DENTAL REVENUE PERFORMANCE PROGRAM

The Dental Revenue Performance Program consists of three key components to generate a consistent stream of new patients and practice revenue:

CORE MARKETING

Online success starts with the ability to be found in online searches. Our Core Marketing Platform combines organic search engine optimization strategy and paid-advertising campaigns to help dentists position themselves for key search phrases.

[View Our Results](#) | [Watch Video](#)



PERFORMANCE WEBSITES

Our websites aren't a stand alone item, they're part of a complete marketing program. We will provide dentists with modern, responsive website designs that perform in online searches and convert traffic on the website into leads for the practice.

[See Our Portfolio](#)



REPORTING DASHBOARD

Our unique Reporting Dashboard pulls in key website performance analytics such as search engine rankings, website traffic data and new patient leads. We also offer integrations for patient management systems so dentists can finally close the loop and determine how effective their online marketing is.

[See Our NEW Reporting Dashboard](#)

HIPAA Compliance Statement

