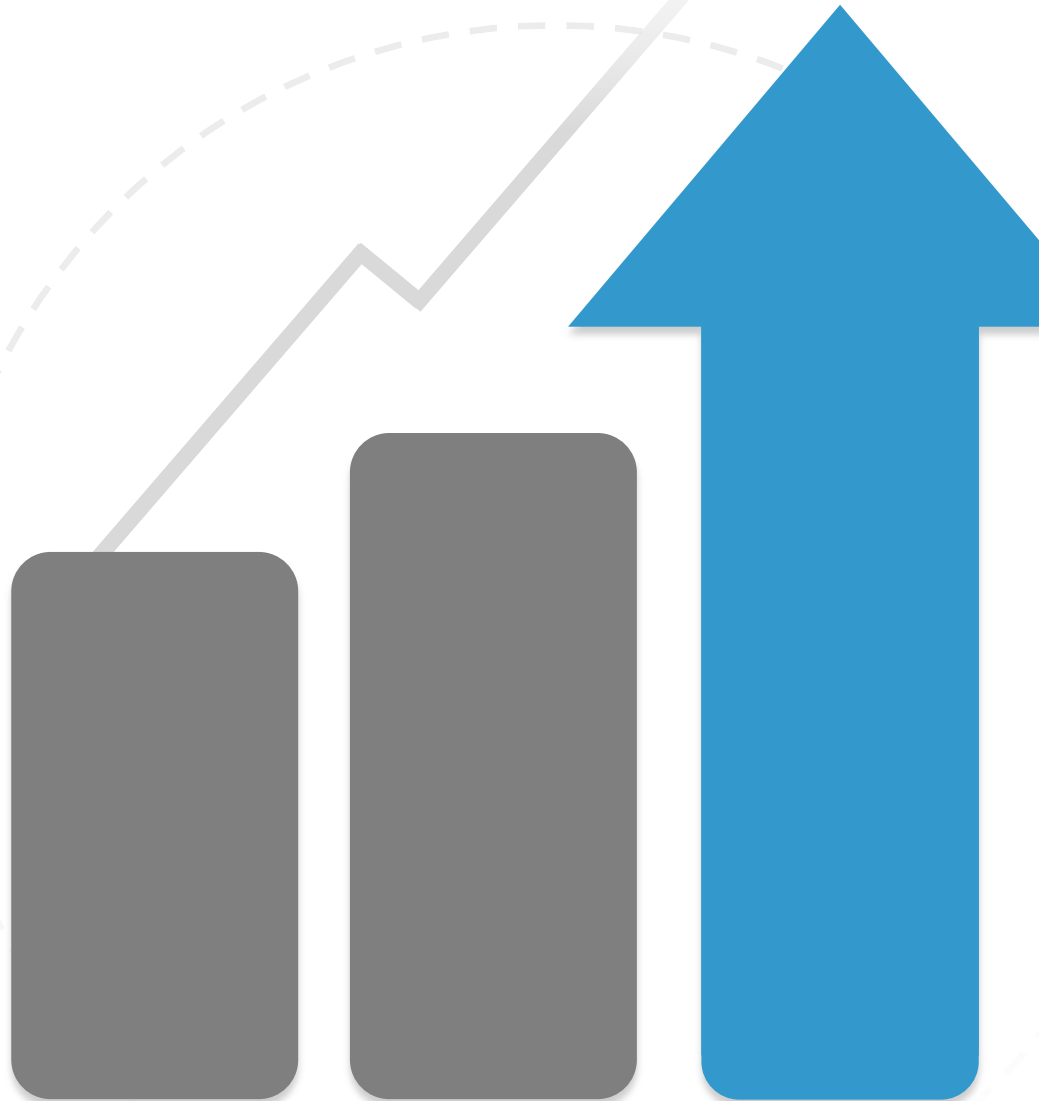


# INBOUND CAMPAIGNS

## CASE STUDY:

INBOUND MARKETING  
PROGRAM





# THE DAWSON ACADEMY



The Dawson Academy has provided advanced continuing education to the dental industry for over 30 years. The company began when the founder, Dr. Peter Dawson, began teaching seminars to dentists in St. Petersburg, Florida. Over the years The Dawson Academy expanded to 4 new U.S. locations and 2 international locations. And their faculty has grown to now 20 members.

## Their Motto

**"Making good dentists even better."**

They are able to live their motto through their continuing education curriculum that is based on sound science and years of experience by practicing dentists across the world. By teaching dentists worldwide to look at the mouth as a whole system, dentists become more successful and patients are able to receive exceptional care.

## Their Challenge

While The Dawson Academy was already applying the inbound methodology for a few years, they recently found themselves without a marketing manager to keep it up. In this specific instance, The Academy needed to utilize their thought leadership content to convert visitors into qualified leads while keeping their customers happy and connected. The tricky part of it all was that the same content and lead nurturing campaign had to speak to both dentists looking for continuing education courses and dentists that were currently taking or previously attended courses.



## OUR SOLUTIONS

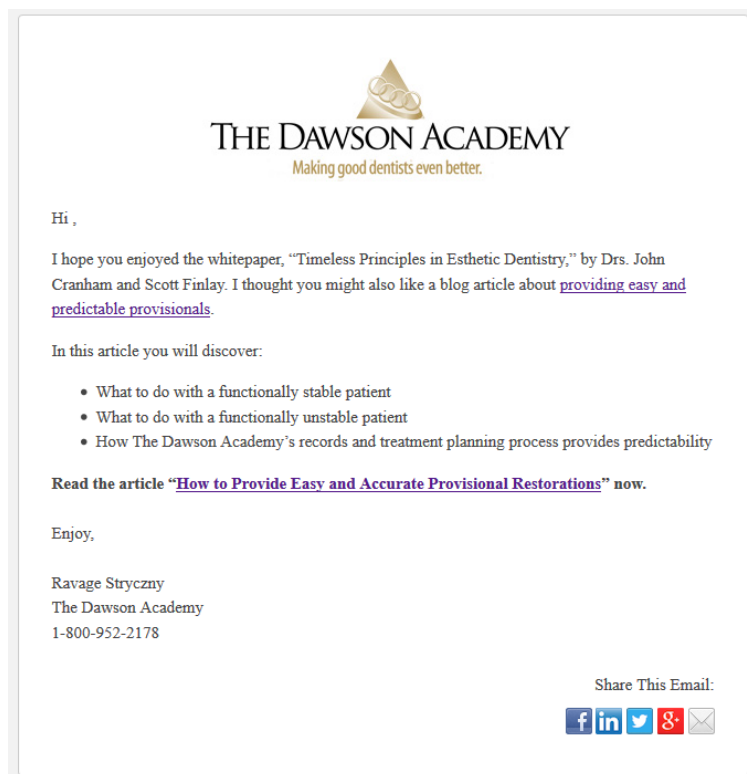
As a part of our marketing services, we created the content for:

- A landing page
- A thank you page
- A lead nurturing campaign

For each of these elements, we made sure to focus on the great content they had and the dentistry discussed in it.

In other words, our focus was to make the content helpful; to make it inbound.

To the right you can see an example of one of the emails.



**In short, our solution was to create content that had 3 characteristics:**

1. Clear and concise
2. Communicated value
3. Called the visitor to take action

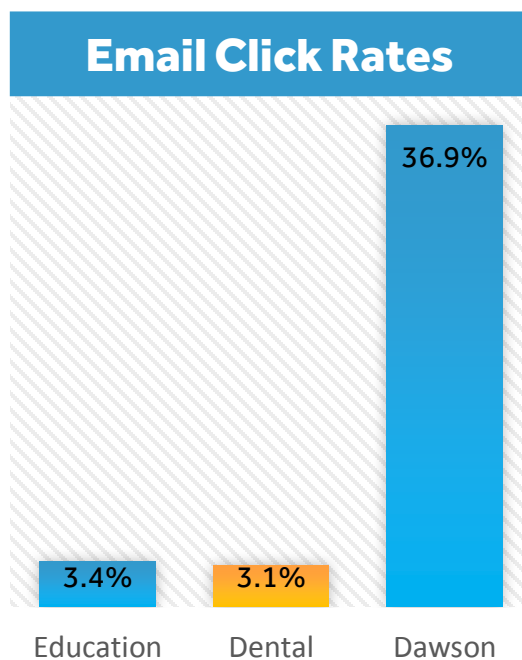
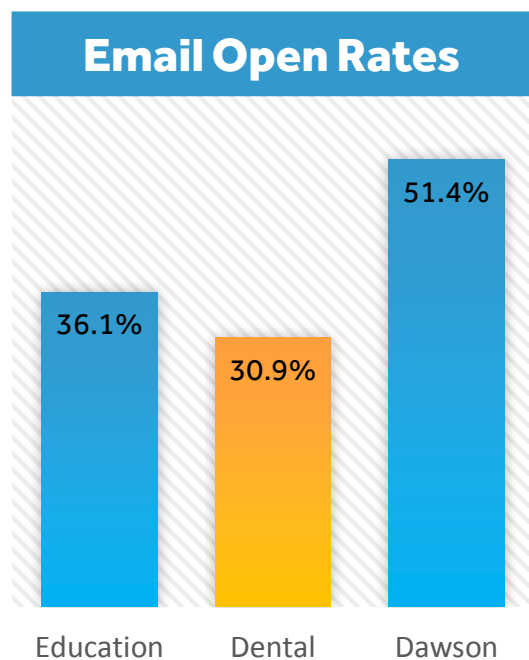
## THE RESULTS



The landing page we created had a 69% submission rate, meaning 69% of the visitors to this landing page filled out their landing page form.

The high submission rate meant more people entering into their lead nurturing email campaign.

**The emails performed significantly better than industry benchmarks.**



Beyond noting the considerably higher open rates and click through rates as compared to industry benchmarks, there was not a single spam report or unsubscribe request throughout the campaign.



LyntonWeb is a full-service inbound marketing agency providing the right solutions for your inbound, web, and tech needs. We are a high-performing team of experts based out of Houston, Texas.

### **Inbound**

Whether your organization is looking to identify appropriate buyer personas or establish an effective content marketing program, our team of marketing managers and strategists can assist you.

### **Web**

Your website is the virtual home of corporate branding and messaging, let our website development team work with you to design and build a website that is on message and fully aligned with your existing brand.

### **HubSpot Integrations**

Our technologists are among the best in the business and work with your in-house technology team to assure your third party software or website integrations run smoothly.

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about your inbound, web and tech goals.

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SOMETHING GREAT  
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