

»» Case Study

Sesame Sweepstakes™



Starr & Dickens Orthodontics

– Matthews, NC www.starrdickensortho.com

“Running a contest has been a great way for our practice to engage with our patients and build our patient community on Facebook. Running a contest with Sesame has been a huge success!”

PRACTICE DETAILS

Fun, family-oriented orthodontic practice in the Charlotte, NC area since 1990

Commitment to providing a fun, comfortable experience for patients

Digital practice with state-of-the-art technology and treatments

Active in the community, a participant in the Smile for a Lifetime orthodontic scholarship program

CHALLENGES

Building a fun, positive online environment to interact with patients.

Seeking creative new ways to continue to grow their Facebook™ presence and encourage new and existing patients to join their online community.

OPPORTUNITY

Utilize Facebook as a vehicle to engage with patients and grow the Starr & Dickens Orthodontics brand online.

STRATEGIC SOLUTION

Starr & Dickens Orthodontics partnered with Sesame to launch a patient contest on their Facebook page, asking patients to share their cute pet photos and earn public votes for a chance to win an iPad 2®.

The contest ran for a period of one month, and was designed to encourage patients to invite their friends and family to vote on contest entries, helping to promote the contest and the practice through word of mouth on Facebook.

»» SESAME 24-7™

grows your practice, strengthens your practice brand, creates a customized, quality patient experience, and builds stronger referral networks—all by leveraging the power of online tools.

542 First Avenue South, Suite 300
Seattle, WA 98104 [866.592.7572](tel:866.592.7572)

www.sesamecommunications.com

Results

Through a combination of online and in-office promotion, the practice received 289 contest entries, and a total of 249 new Facebook Likes to their Facebook page.



289
ENTRIES



249
PAGE LIKES