

»» Case Study

Sesame Sweepstakes™



Dr. Jeffrey Ellenberg

– Clearwater, FL www.drellenberg.com

“I was skeptical at first doing a sweepstakes but was shocked to see the interest from my patients. They were totally on board, and it became fun talking with them about it. I was surprised how many patients we connected with on Facebook from it. Simple, easy and fun!” –Dr. Jeffrey Ellenberg

PRACTICE DETAILS

Over 24 years of family-oriented friendly care

Focused on patient education and individualized care

Voted Top Dentist for 2011

Located in a highly populated and competitive market

CHALLENGES

Dr. Ellenberg was looking for ways to continue to connect with his patients and build relationships online, especially with those patients who only visit the office twice a year.

OPPORTUNITY

Take advantage of the huge popularity of Facebook™ to build patient engagement and encourage referrals online.

STRATEGIC SOLUTION

Dr. Ellenberg partnered with Sesame to launch a patient sweepstakes promotion on his practice Facebook page, asking patients to submit their entries over a one month period for a chance to win a Kindle Fire®.

The sweepstakes was designed to drive traffic to Dr. Ellenberg’s page, increase the amount of Facebook Likes®, and encourage patients to share his page with friends and family.

»» 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.

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Results

By promoting the sweepstakes both in the office and online, the practice received 278 entries to the contest, and 249 new Facebook Likes to their Facebook page.



278
ENTRIES



249
PAGE LIKES