

Customer Success Story

Customer Success Story: How Dr. Priya Nair Benefited from Working with BlueMap Marketing

Client Information

Name: Dr. Priya Nair

Company they worked with: BlueMap Marketing

Email: priya@lakesidedental.ca

Service/Product: Google Ads management and landing pages for dental clinics

The Challenge

We were relying on word of mouth and inconsistent referrals. We tried ads before, but they were expensive and didn't bring the right patients. We needed a predictable way to fill our schedule without wasting budget.

The Decision to Work With Us

We went with BlueMap Marketing because they specialized in local service businesses and had a clear plan. They didn't promise miracles, but they explained exactly how they'd improve targeting, calls, and booking.

The Process

They started by auditing our existing ads and website. Then they rebuilt campaigns around high-intent searches, created a landing page focused on bookings, and set up call tracking so we could see what was working.

The communication was the best part. We got simple weekly updates, and changes happened quickly. They also helped us refine our offers so the ads matched what patients actually care about.

The Results

Within a few weeks, we saw more calls and online bookings. The leads were better quality, and our front desk stopped getting spammy inquiries.

Over 6 weeks, we went from averaging 10–12 new patient bookings per month to 28–32. Cost per booked appointment dropped by about 35%, and we're now consistently booked out two weeks ahead.

Final Words

If you're a clinic that wants steady bookings and clear reporting, BlueMap is a strong choice. They made the process easy and results were measurable. We appreciated that they focused on real bookings, not vanity metrics. It felt like a partnership, not just a vendor.

Want to see similar results? Contact BlueMap Marketing to learn how they can help.