

# SMILE Tandvård

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**PinMeTo** | Case Study 2019

# Summary

- Swedish Dental Care Clinic
- 40+ locations
- Smile has experienced an increase by **103 % on Facebook views** since they started with PinMeTo



With PinMeTo we managed to get control of our online presence for all our clinics and it's also very easy to use the tool when adding new locations or handling location updates.

- Filip Wallin | Marketing Coordinator



# About

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“Smile Tandvård” is the largest private dental care chain in Sweden with 39 clinics over 34 towns, and is growing rapidly through acquisitions and opening of new clinics. Smile Tandvård belongs to Colosseum Dental Group which is one of the leading players in the European dentistry industry.

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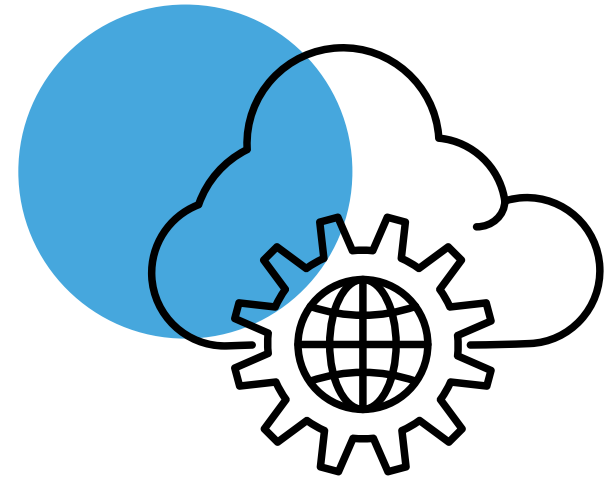
# Challenge

With the ever increasing number of local information platforms to optimize and keep up to date for more and more clinics, Smile Tandvård was struggling to effectively manage the online data of its almost 40 locations. They had to ensure their online listings were accurate and relevant, to be visible when local consumers searched online looking for a dentist to book.



# Challenge

Moreover, since Smile Tandvård is a private health care service, and since each clinic operates and competes in its own local market, they are highly dependent on their customers opinion and local reputation. Therefore they were looking for a solution to effectively manage their location data and online customer engagement on the clinic level.

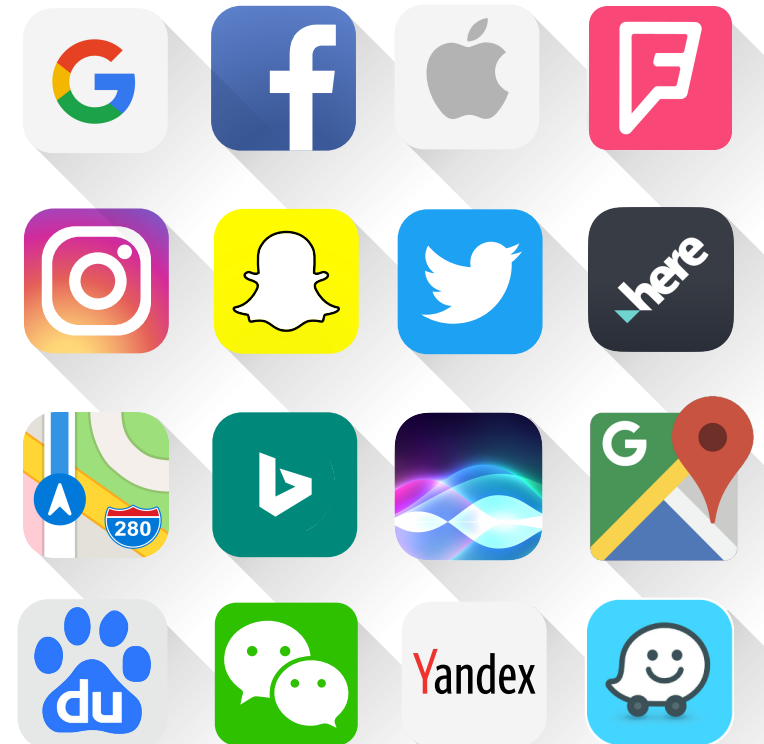


# Strategy

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First of all, Smile Tandvård structured and corrected all their listings with the help from PinMeTo's Customer Success Team, so all information was set up correctly on the largest networks such as Facebook, Foursquare, Google and Apple Maps.

During this process all duplicates and incorrect location were removed from the networks. After the set up was done, Smile Tandvård could manage listings and reviews across all their store locations from just one platform so every single location can update their individual listings and distribute it across multiple platforms.





With the Insights feature we can also track performance over time on clinic level which is very valuable for us.

- *Filip Wallin* |  
*Marketing Coordinator*



# Results

2017-2019

**+52%**

Clicks to website increased



**+103%**

Facebook views increased



**+53%**

Clicks to calls increased







PinMeTo

# Contact?

Hello@pinmeto.com

