



Business Intelligence Suite

Comprehensive Market Analysis for Advanced Dental Associates

LOCAL DENTAL PRACTICE INTEL

Advanced Dental Associates | Market Intelligence Report
Generated: July 29, 2025

EXECUTIVE SUMMARY

This comprehensive market intelligence report provides actionable insights for Advanced Dental Associates in the dentists industry. Our analysis covers competitive positioning, target market identification, and specific revenue growth strategies tailored to your service area.

YOUR BUSINESS vs TOP 3 COMPETITORS

Business Name	Contact Information	Rating
■ Advanced Dental Associates (YOUR BUSINESS)	(726) 233-2698 https://www.advanceddentalsa.com	4.9/5.0
Pham Family Dentistry	(210) 625-8668 http://www.phamfamilydentistry.com	4.7/5.0
Fox Garden Dental Care	(210) 664-0462 http://foxgardendentalcare.com	4.9/5.0
Sonrisa Dental - San Antonio	(210) 590-4100 https://yoursonrisa.com	4.9/5.0

Competitive Intelligence Actions:

- Mystery shop these competitors for pricing comparison
- Research their revenue and business models
- Monitor their online reviews for service gap opportunities

WEBSITE PERFORMANCE ANALYSIS

Metric	Your Score	Status
Mobile-Friendly	50/100	■ Needs Work
SEO Score	85.0/100	■ Good
Website Speed	50/100	■ Needs Work
Google PageSpeed Score	68/100	■ Needs Work

Note: Google PageSpeed Score combines mobile and desktop performance metrics using Google's Lighthouse testing engine.

Website Improvement Actions:

- Make website work better on phones and tablets
- Make website load faster to keep visitors engaged
- Make contact information easier to find
- Make website load faster to keep visitors engaged

HIGHEST-OPPORTUNITY ZIP CODES TO TARGET

Top Zip Codes Ranked by Opportunity with Key Reasons

Rank	Zip Code	Income	Households	Distance	Top 2 Reasons
1	78247	\$84,283	19,223	N/A	Good Income Large Market
2	78259	\$98,399	10,915	3.8mi	Good Income Good Market Size
3	78266	\$132,024	2,741	6.5mi	High Income Moderate Market
4	78258	\$110,635	19,700	6.2mi	High Income Large Market
5	78216	\$54,394	21,932	6.1mi	Moderate Income Large Market
6	78148	\$71,368	8,560	7.5mi	Moderate Income Good Market Size
7	78284	No Data	No Data	3.5mi	High opportunity area

- Start door-to-door marketing in 78247 (\$84,283 median income)
- Target Facebook ads to these high-opportunity zip codes

STRATEGIC REFERRAL PARTNERS

These businesses serve the same customer base and are ideal referral partners:

Business Name	Type	Phone	Email	Referral Opportunity
Castle Hills Family Practice	Medical clinics	(210) 342-7300	info@castlehillsfamilypractice.com	Cross-referral opportunity
Toepperwein Family Practice And Wellness Center	Medical clinics	(210) 654-7200	info@toepperweinfamilypracticeandwellnesscenter.com	Cross-referral opportunity
Methodist Physicians Northeast Internal Medical Associates	Medical clinics	(210) 650-9669	info@methodistphysiciansnortheastinternalmedicalassociates.com	Cross-referral opportunity
North Blanco Family Physicians- University Health Inwood Family Medicine	Medical clinics	(210) 644-2400	info@northblancofamilyphysiciansuniversityhealthinwoodfamilymedicine.com	Cross-referral opportunity

Partnership Implementation:

- Use Business Referral Email Templates from Section 4
- Offer referral tracking with unique codes
- Schedule coffee meetings to discuss partnerships
- Follow up with Partnership Agreement templates

- Track referrals with included spreadsheet templates

IMMEDIATE ACTION ITEMS

- Call Pham Family Dentistry at (210) 625-8668 for pricing intelligence
- Print 500 door hangers for 78247 zip code
- Contact referral partners using Business Referral Email Templates
- Set up Facebook ads targeting top 3 zip codes
- Read competitor reviews to identify service gaps
- Use QR codes on marketing materials to track lead sources

(Continue to the next page for professional marketing materials, review generation system, and referral program templates)

■ **MARKETING MATERIALS INCLUDED:** Professional flyers • Door hangers with QR codes • Review cards • Referral tracking sheets

MARKETING MATERIALS SUITE

Professional Marketing Assets - Print Ready

■ DOOR HANGER - HIGH-RESOLUTION FILE INCLUDED FOR PRINTING

FREE ESTIMATE

Advanced Dental Associates

Special neighborhood offer!

□ 16131 Nacogdoches Rd, San Antonio, TX 78247

□ (726) 233-2698

□ <https://www.advanceddentalsa.com>

□ 4.9 stars (1438 reviews)

OUR SERVICES:

- | | |
|----------------------|-------------------|
| ✓ General Dentistry | ✓ Dental Implants |
| ✓ Cosmetic Dentistry | ✓ Emergency Care |
| ✓ Teeth Whitening | ✓ Preventive Care |



SCAN FOR INSTANT QUOTE!

Or call (726) 233-2698

Professional • Licensed • Insured
Serving 78247 and surrounding areas

DOOR HANGER

Purpose: Direct neighborhood marketing for immediate service needs

Target: Homeowners in specific neighborhoods

Distribution: Door-to-door distribution

Usage Instructions:

- Print on heavy cardstock with door hanger cut-out
- Target high-income neighborhoods during peak hours
- Include QR code for tracking response rates
- Follow local ordinances for door-to-door marketing

→ Continue to next page →

■ DIRECT MAIL - HIGH-RESOLUTION FILE INCLUDED FOR PRINTING

SUMMER SPECIAL

Advanced Dental Associates

Call now and save 15%

- 16131 Nacogdoches Rd, San Antonio, TX 78247
- (726) 233-2698
- <https://www.advanceddentalsa.com>
- 4.9 stars (1438 reviews)

OUR SERVICES:

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- ✓ Preventive Care



SCAN TO CLAIM SPECIAL!

Or call (726) 233-2698

Professional • Licensed • Insured
Serving 78247 and surrounding areas

DIRECT MAIL

Purpose: Seasonal promotions and special offers to drive sales

Target: Previous customers and targeted demographics

Distribution: USPS direct mail campaigns to targeted zip codes

Usage Instructions:

- Print professionally on glossy cardstock
- Mail to targeted zip codes during peak seasons
- Include clear call-to-action and deadline
- Track responses with unique phone numbers or codes

→ Continue to next page →

24/7 EMERGENCY

Advanced Dental Associates

Storm damage? We respond fast!

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□ <https://www.advanceddentalsa.com>
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SCAN FOR 24/7 SERVICE!

Or call (726) 233-2698

Professional • Licensed • Insured
Serving 78247 and surrounding areas

EMERGENCY SERVICE

Purpose: 24/7 emergency response for urgent repairs

Target: Property owners needing immediate repairs

Distribution: Keep in vehicles, post at job sites, emergency response

Usage Instructions:

- Waterproof printing for outdoor use
- Keep copies in all work vehicles
- Post at completed job sites (with permission)
- Hand out during emergency calls

→ Continue to next page →

■ REFERRAL PROGRAM - HIGH-RESOLUTION FILE INCLUDED FOR PRINTING

REFER & EARN

Advanced Dental Associates

\$500 for every referral!

□ 16131 Nacogdoches Rd, San Antonio, TX 78247
□ (726) 233-2698
□ <https://www.advanceddentalsa.com>
□ 4.9 stars (1438 reviews)

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- | | |
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SCAN TO REFER & EARN!

Or call (726) 233-2698

Professional • Licensed • Insured
Serving 78247 and surrounding areas

REFERRAL PROGRAM

Purpose: Promote word-of-mouth referrals with incentives

Target: Existing satisfied customers

Distribution: Hand out with completed projects, email campaigns

Usage Instructions:

- Give to customers with every completed project
- Include in follow-up email campaigns
- Post in waiting areas and reception desks
- Track referrals with unique codes or mentions

→ Continue to next page →

FOLLOW US ONLINE

Advanced Dental Associates

Stay connected for tips & updates

□ 16131 Nacogdoches Rd, San Antonio, TX 78247
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- ✓ Emergency Care
- ✓ Preventive Care



SCAN TO CONNECT!

Or call (726) 233-2698

Professional • Licensed • Insured
Serving 78247 and surrounding areas

SOCIAL MEDIA

Purpose: Build online presence and community engagement

Target: Local community and potential customers online

Distribution: Facebook, Instagram, NextDoor social media posts

Usage Instructions:

- Use as Facebook and Instagram post images
- Include in social media advertising campaigns
- Post on NextDoor and local community groups
- Use for Google My Business posts

→ Continue to next page →

■ REVIEW REQUEST - HIGH-RESOLUTION FILE INCLUDED FOR PRINTING

WE VALUE YOUR FEEDBACK

Advanced Dental Associates

Help us serve you better!

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□ (726) 233-2698
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□ 4.9 stars (1438 reviews)

OUR SERVICES:

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- ✓ Dental Implants
- ✓ Emergency Care
- ✓ Preventive Care



SCAN TO LEAVE REVIEW!

Or call (726) 233-2698

Professional • Licensed • Insured
Serving 78247 and surrounding areas

REVIEW REQUEST

Purpose: Generate customer reviews and testimonials

Target: Recent customers and completed projects

Distribution: Hand out after project completion, email follow-ups

Usage Instructions:

- Give to every satisfied customer after project completion
- Follow up with email requests 3-7 days later
- Include incentives like future service discounts
- Track review generation rates and optimize timing

→ *Continue to next section: Referral Program* →

REFERRAL PROGRAM

Customer Referral Incentive System

PROGRAM OVERVIEW

Program Element	Details
Referral Reward	\$_____ cash or service credit
Minimum Project Value	\$_____ completed project
Payment Timeline	Within _____ days of completion
Referral Limit	Unlimited referrals per customer
Tracking Method	Unique customer reference codes

■ REFERRAL CARD - HIGH-RESOLUTION FILE INCLUDED FOR PRINTING

REFERRAL CARD

Give these cards to satisfied customers:

- **Professional referral marketing cards are included in the Marketing Materials section**
- Hand out with every completed project
- Include in follow-up communications
- Post in waiting areas and reception desks

■ REFERRAL TRACKING SHEET - PRINTABLE FORM INCLUDED

REFERRAL TRACKING SHEET

Use this form to track each referral:

Field	Information
Date Received	_____
Referring Customer	_____
Referred Customer Name	_____
Referred Customer Phone	_____
Service Requested	_____
Project Completion Date	_____
Final Project Value	\$ _____
Referral Fee Amount	\$ _____
Payment Date	_____
Payment Method	_____
Notes	_____ _____ _____

IMPLEMENTATION NOTES:

- Copy this form for each referral received
- File completed forms alphabetically by referring customer
- Review monthly to ensure timely reward payments
- Email templates for referral programs are included in the Email Templates section

→ Continue to next section: *Email Templates* →

EMAIL TEMPLATE LIBRARY

Ready-to-Use Customer Communication Templates

EMAIL TEMPLATE SYSTEM OVERVIEW

Template Category	Send Frequency
Review Requests	Post-project completion
Customer Referral	Monthly to customers
Business Referral	Quarterly outreach
Follow-up & Nurture	Seasonal timing

REVIEW REQUEST EMAIL TEMPLATES

Template 1: Initial Thank You + Review Request

Subject: Thank you for choosing Advanced Dental Associates!

Email Body:

Hi [CUSTOMER_NAME],

Thank you for trusting Advanced Dental Associates with your recent project. We hope you're thrilled with the results!

If you have a moment, we'd be grateful if you could share your experience by leaving us a review. Your feedback helps us continue providing excellent service to our community.

Leave a Google Review: [GOOGLE_REVIEW_LINK]

Thank you again for your business!

Best regards,
The Advanced Dental Associates Team
(726) 233-2698
info@advanceddentalassociates.com

Template 2: Follow-up Review Request

Subject: Quick favor - 2 minutes to help us serve you better

Email Body:

Hi [CUSTOMER_NAME],

We hope you're still enjoying your completed project!

Would you mind taking just 2 minutes to leave us a review? It really helps other customers in your area find quality service when they need it most.

Click here to review us: [GOOGLE_REVIEW_LINK]

As always, if you need anything else, just give us a call at (726) 233-2698.

Gratefully yours,
Advanced Dental Associates

Template 3: Incentive Review Request

Subject: Credit for your next project + review request

Email Body:

Hi [CUSTOMER_NAME],

We're so glad we could help with your recent project!

Here's a special offer: Leave us a Google review in the next 7 days, and we'll give you a credit toward your next service with us.

Review us here: [GOOGLE_REVIEW_LINK]

Just mention this email when you schedule your next appointment to claim your credit.

Thanks for being a valued customer!

Advanced Dental Associates
(726) 233-2698

CUSTOMER REFERRAL EMAIL TEMPLATES

Template 1: Customer Referral Program Introduction

Subject: Earn [REFERRAL_AMOUNT] for every friend you refer to Advanced Dental Associates!

Email Body:

Hi [CUSTOMER_NAME],

We have exciting news! We've launched a referral program that rewards you for spreading the word about our services.

Here's how it works:

- Refer someone who needs our services
- They mention your name when they call
- We complete their project
- You get [REFERRAL_AMOUNT] cash or credit!

There's no limit - earn [REFERRAL_AMOUNT] for each referral that becomes a customer.

Know someone who could use our help? Have them call (726) 233-2698 and mention your name.

Thanks for being a valued customer!

Advanced Dental Associates Team

BUSINESS REFERRAL OUTREACH TEMPLATES

Template 1: Business Referral Partnership

Subject: Referral Partnership Opportunity - Advanced Dental Associates

Email Body:

Dear [BUSINESS_NAME],

I hope this email finds you well. My name is [YOUR_NAME] from Advanced Dental Associates, a Dentists serving your local area.

I'm reaching out because I believe our businesses could benefit from a mutual referral partnership. When your customers need our services, and when our customers need your services, we could refer them to each other.

REFERRAL PROGRAM DETAILS:

- Referral fee: [REFERRAL_FEE] for each completed project over [MINIMUM_PROJECT_SIZE]
- Payment within [PAYMENT_DAYS] days of project completion
- Simple tracking system with unique reference codes
- No exclusivity required - refer to multiple partners

We are fully licensed, insured, and have maintained a 4.9/5.0 star rating with excellent customer reviews. We pride ourselves on professional service and customer satisfaction.

Would you be interested in discussing this partnership further? I'd be happy to meet for coffee or have a brief phone call at your convenience.

You can reach me at:

Phone: (726) 233-2698

Email: [YOUR_EMAIL]

Website: <https://www.advanceddentalsa.com>

Looking forward to the possibility of working together!

Best regards,

[YOUR_NAME]

Advanced Dental Associates

Template 2: Business Partnership Follow-up

Subject: Following up on referral partnership - Advanced Dental Associates

Email Body:

Hi [CONTACT_NAME],

I wanted to follow up on my previous email about a potential referral partnership between our businesses.

As a reminder, Advanced Dental Associates serves the local area with Dentists. We maintain a 4.9/5.0 star rating and would love to explore cross-referral opportunities.

Quick Partnership Benefits:

- Additional revenue stream for both businesses
- Enhanced customer service through trusted referrals
- Strengthen local business community connections

- Minimal time investment with maximum benefit

I understand you're busy, so if you'd prefer a quick 10-minute phone call to discuss this, I'm flexible with timing.

Thanks for your time and consideration!

Best regards,
[YOUR_NAME]
Advanced Dental Associates
(726) 233-2698

CUSTOMER FOLLOW-UP TEMPLATES

Template 1: Seasonal Check-in

Subject: How's your [SEASON] going? Quick check-in from Advanced Dental Associates

Email Body:

Hi [CUSTOMER_NAME],

We hope you're enjoying the [SEASON] season! We wanted to check in and see how your [PROJECT_TYPE] is holding up.

If you notice any issues or have questions, don't hesitate to reach out. We're always here to help our valued customers.

Need any seasonal maintenance or have friends who need our services?

- Call us at (726) 233-2698
- Remember our referral program - earn [REFERRAL_AMOUNT] for each friend you refer!

Stay safe and enjoy the season!

Advanced Dental Associates Team

EMAIL TEMPLATE IMPLEMENTATION GUIDE:

- Customize [CUSTOMER_NAME] and [PROJECT_TYPE] placeholders
- Add your actual Google review link in [GOOGLE_REVIEW_LINK]
- Set referral amounts in [REFERRAL_AMOUNT] placeholders (business decision)
- Define [REFERRAL_FEE], [MINIMUM_PROJECT_SIZE], and [PAYMENT_DAYS] for B2B partnerships
- Set up automated email sequences in your email system
- Track open rates and response rates for optimization
- A/B test subject lines to improve open rates

■ END OF BUSINESS INTELLIGENCE SUITE ■