Cosmetic Dentistry
Paid Social Media Ads
CASE STUDY

facebook®

NOTE: Due to privacy concerns, this client's name and pertinent identifying details have been removed.

Background & Goals

Serving patients in a community with a suffering economy is a significant challenge for any business. Our cosmetic dental client discovered this firsthand when leading local employers in the energy industry began laying off tens of thousands of workers.

Marketing a dental practice in an economic crunch is difficult, particularly when prospective patients no longer have the income to spend on aesthetic treatments. This in turn limited the dentist's ability to spend money on marketing channels to drive leads and revenue.

Page 1 Solutions needed to help this client generate leads while maintaining a very small budget. Due to its low cost and high level of customization, paid advertising through Facebook made it possible to reach potential patients inexpensively and guide them to target service area pages on the client's practice website.

Approximately 1.35 billion people use Facebook every month, and while organic reach on the social network is shrinking, paid advertising features are robust and affordable. Ads and ad campaigns on Facebook are highly customizable, and can be targeted to enter high-value users' home page feed like a friend's status update.

The Strategy

Page 1 Solutions developed a twofold social advertising strategy:

1. Draw users to interact with the dental practice Facebook page
2. Direct users to engaging landing pages on the practice website

To increase social awareness of the dentist and his practice, we created a **Facebook Likes campaign**. By increasing the number of users on Facebook who "Like" a page, we would improve the potential for the content the client posts to be seen by prospective patients, helping the practice stay top of mind.

Driving traffic to a practice website is often the first step toward converting a visitor into a lead. To engage new users, Page 1 Solutions set up a **Clicks to Website (CTW) campaign**. Using custom content, engaging imagery, trackable Google Analytics code, and the ability to refresh the display instantaneously, the Clicks to Website campaign for this client utilized a carousel ad that dynamically directed users to landing pages for dental treatments such as teeth whitening, Invisalign, and more.

From teeth whitening to implants and Invisalign to porcelain veneers - we have answers to all your dental related questions!

Types of Teeth Whitening
Learn More

Questions about Invisalign?

8,006 people reached
Boost Post

The Results

Since October 2015, Page 1 Solutions has run five sets of Facebook ads for this client. The budget for each campaign is $100. The results of these campaigns are as follows:

Ad 1 – Oct. 14-Nov. 14, 2015

➡ **435** clicks on the ad

➡ Cost Per Click: **$0.23**

Ad 2 – Nov. 11-Dec. 4, 2015

➡ **368** clicks on the ad

➡ Cost Per Click: **$0.27**

Ad 3 – Dec. 8, 2015-Jan. 4, 2016

➡ **370** clicks on the ad

➡ Cost Per Click: **$0.27**

Ad 4 – Feb. 15-March 13, 2016

➡ **481** clicks on the ad

➡ Cost Per Click: **$0.21**

Ad 5 – March 13-April 10, 2016

➡ **297** clicks on the ad

➡ Cost Per Click: **$0.28**

The Results, Continued

In addition to driving traffic to the client's website and attention for the practice Facebook page, the Facebook advertising campaign as a whole has resulted in **11 leads** for the dentist, including:

➡ **6 in December 2015**

➡ **3 in January 2016**

➡ **2 in October 2015**

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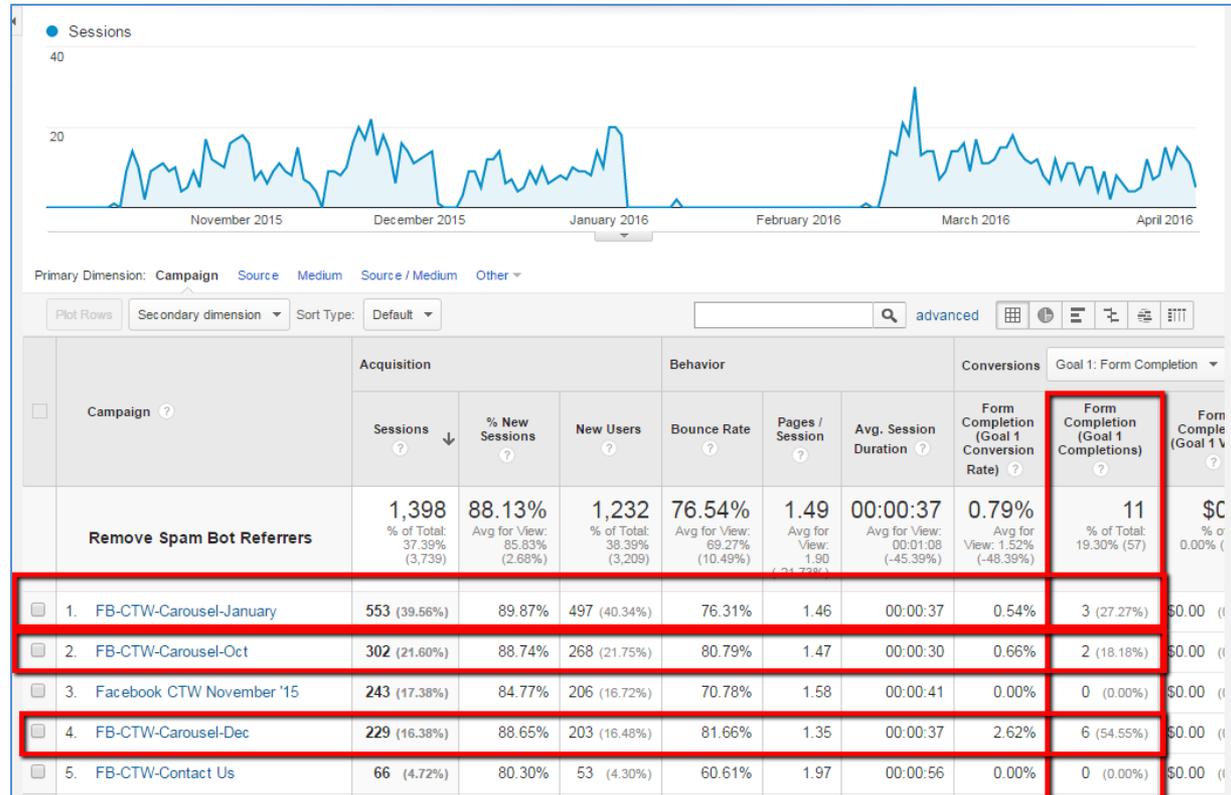
Impact

This case study shows the impact paid advertising on Facebook can have on a client's social presence and traffic to the practice website. It also shows that social media isn't *just* a tool for engaging prospective patients – it is an effective channel for raising awareness of a practice, earning trust, and ultimately driving leads and revenue opportunities.

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