



# DIGITAL ADS FOR DENTISTRY



# THE CLIENT



A dental office in Vancouver, Canada wanted to generate new patients with a free consultation offer.

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They had never done any digital marketing outside of social media posting and were a little nervous about the whole process.

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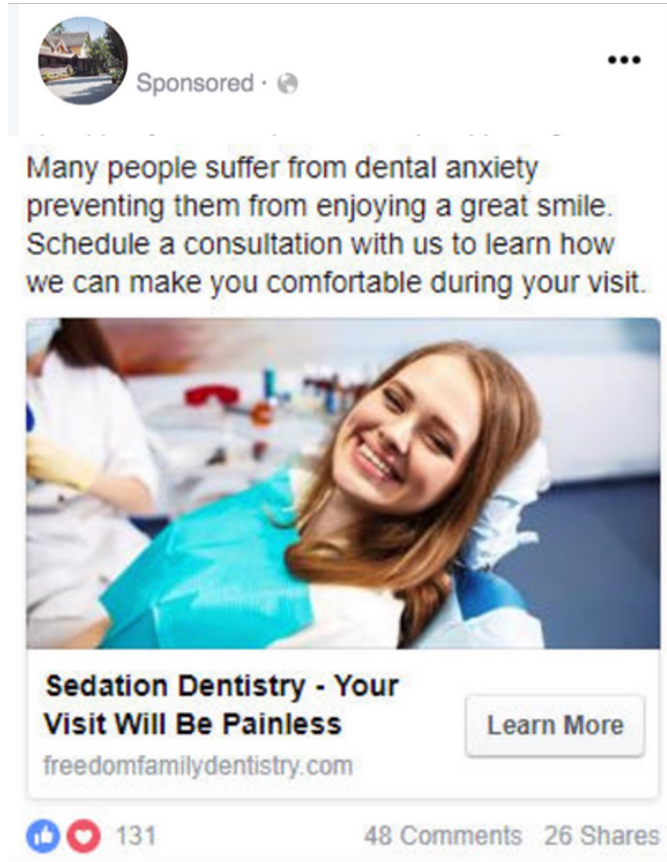
We did Google PPC, Facebook lead ads, and Instagram story/feed ads.

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They started on a 3 month contract that was extended after they were happy with the work we were doing.

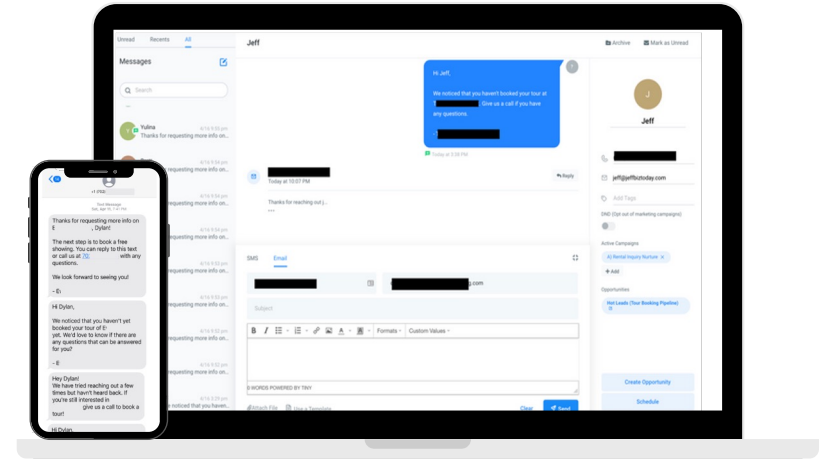
# OUR ADS

We setup ads like this one with Facebook and Google PPC campaigns to find new clients.



# LEAD NOURISHING

We also setup automated lead campaigns that send automated text reminders, follow ups, and more to the leads.





# LIVE REPORTING DASHBOARD

We provide full transparency!

Our clients get free access to a live reporting dashboard to track real-time advertising metrics, including CTR, impressions, reach, audience demographics, and more.

\* \*Image just for new dashboard view, see other slides for results

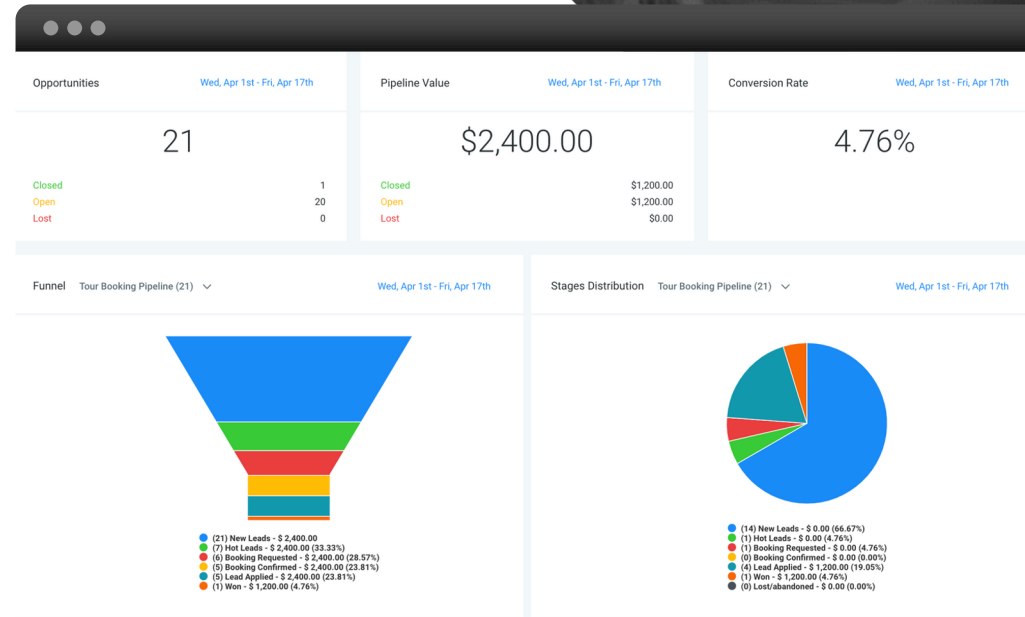


Track Your Leads

# CRM INTEGRATION

For our lead generation campaigns, we set clients up with an account on our CRM dashboard. With it, we run automated lead follow-up campaigns to maximize the potential of each lead.

Using the CRM clients can monitor their leads, communicate with them in real time by text, voice, email, etc, schedule them for appointments, and more!\*



Booking Requested	Booking Confirmed	Lead Applied
\$0.00	6 Leads \$0.00	5 Leads \$2,400.00
TRENT	KYLE	CONNOR
ULISSES	jess	yulina
RUDY	joe	ulina
FRED	kila	katie <span>Won</span>
JUDY	LUIS	Dylan scott
	brett	

\*Some features such as SMS may be limited outside of the USA.

Our CRM maximizes the potential of each lead by automating a portion of the follow-up and communication.

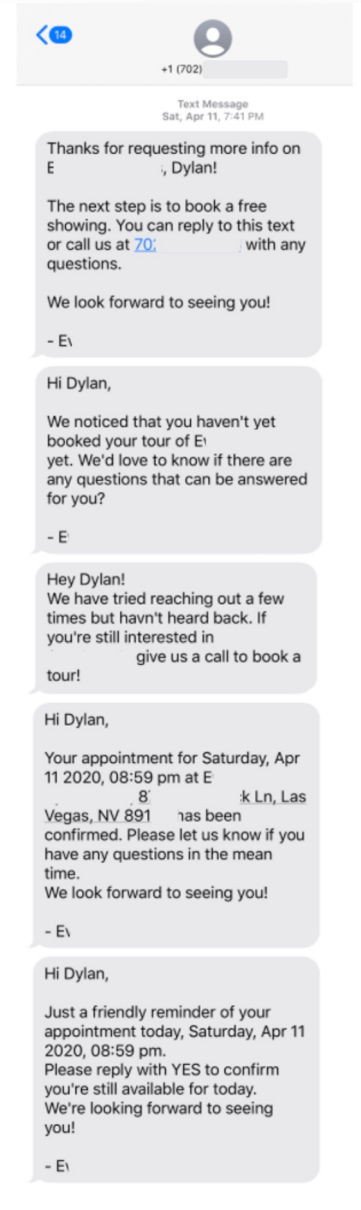
**01** Leads are contacted as soon as they respond to an ad.

**02** They are encouraged to book their free trial, consultation, etc.

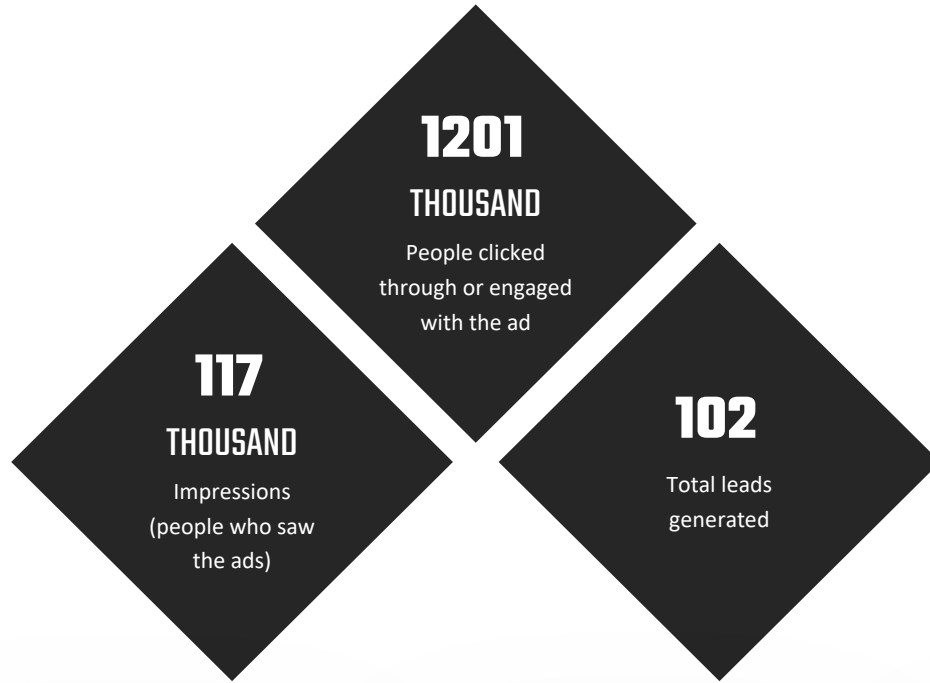
**03** They receive automated follow ups over several days/weeks.

**04** When they respond, they can book an appointment

**05** And they receive appointment reminders so they don't forget.



# NUMBERS & ANALYTICS



**11%**

leads booked a consult

**12**

consultations

**67%**

became clients

**8 NEW CLIENTS**

from the ads and lead campaigns

**THOUSANDS**

of potential future revenue

**POSITIVE ROI**

generated from the marketing contract



# SUMMARY

from the work we did



For this client we helped them generate a lot of potential future revenue from these new clients

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These campaigns can be done for a variety of medical industries and different dental niches.

## CONTACT US TODAY!