

Dental Practice

Local Business Marketing Solutions Case Study

Budget: \$600 / mo Publisher: Facebook Ads

Data: 4 months Objective: Lead Generation

They wanted to focus primarily on high-end prospects, trying to generate leads for their "new teeth in a day" procedure (a \$15K+ service). We agreed on a target CPL of just \$15. After a few months and 238 leads, we produced a \$9.16 CPL.

Assets and Audiences

We recommended that this dental practice invest in custom videos to showcase their procedure and office. They ended up getting multiple videos done for top-, middle-, and bottom-of-funnel audiences. We were excited to get started.

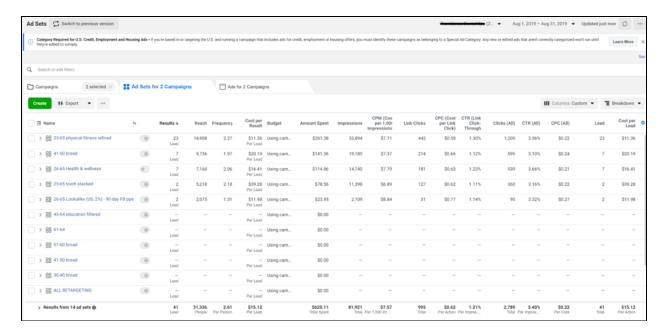
We wanted to make sure these video ads generated a lot of social proof to attract enough attention for users to watch through to the end. We ran engagement and video view campaigns to boost the comments, likes, and shares on the video ads. Then we used the same ads in a conversion campaign to generate leads.

In each campaign we cross-tested two videos and two variations of copy. This allowed us to run A/B tests with four different ad combinations per campaign.

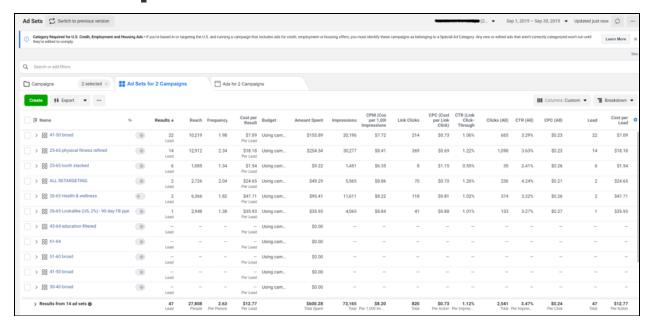
Since the business was local, we had to avoid over-saturating the audiences. We were still able to create 11 prospecting and 5 retargeting audiences, though. For the retargeting, we included people who engaged with the Facebook ads, Instagram ads, and the main website to make sure we collected as many users as possible.

Launching Campaigns

We enabled our new campaigns with a \$600/mo budget, testing 14 ad sets with four ads within each ad set. We were able to spend \$620 during the first month, generating 41 leads at a \$15.12 CPL, almost right on the money.



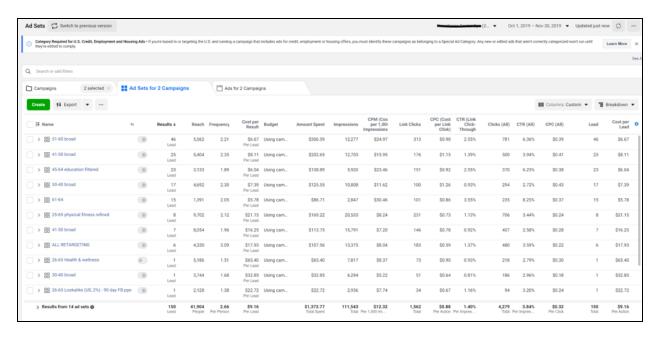
Initial Optimizations



After a great start, we were able to optimize the campaigns with the initial data we gathered. These optimizations brought the CPL down to \$12.77. This decrease in CPL enabled us to generate more leads without increasing their budget (see below).

Spreading Our Wings

Over the next couple months, we spent \$1,373 using the SAME video content! We were so excited our audience setup helped us avoid saturating the audiences with too many ad impressions. We were able to pull the CPL down even further to \$9.16, which surpassed the original goal of \$15 by a comfortable margin. Since the spend had remained consistent, our lead volume was also up during this time.









Facebook Ads Deliverables

☑ Competitor research ☑ Audience targeting updates

☑ Detailed conversion tracking
☑ Lookalike audience setup

☑ Detailed ad extensions
☑ Live performance dashboard

☑ Custom audience creation
☑ Retargeting audiences

☑ Ad placement optimization
☑ Ad copy and creative tests

☑ Campaign budget updates
☑ Bidding optimizations

☑ Geo-targeting & day-parting
☑ Call tracking monitoring

Campaign Management

Feel free to reach out anytime if you have questions. We are ready to help.

Contact Us Today