

Dental Practice Offers Discount to Gain New Customers with Facebook Lead Ads

Category: Dental

Overview:

A local dental practice had a history of doing digital advertising with great success, and was looking for ways to gain a new audience with an attractive dental offer.

Digital Strategy:

The dental practice offered a \$100 off a Zoom Whitening Cleaning to gain new patients and promote a service for additional awareness. An online campaign was designed and launched utilizing Facebook Lead Ads. The creative featured a \$100 off offer in exchange for providing contact information. We ran the Facebook Lead campaign along side of their traditional News Feed campaign, targeting parents with children ages 3-17, and people with an interest in dentistry, pediatric dentistry, along with orthodontics. The geographic focus was 25 miles around their office.

Results:

Between both the News Feed and Lead Ad campaign we served 84,858 impressions. With Lead Ads we created an additional lead funnel for the practice, and within a 30-day window the campaign generated 10 new lead submissions. Additionally it resulted in 268 clicks for a 1.08% CTR. The ads also saw 366 post engagements and 22 post reactions on Facebook. The website saw 30 homepage visits, 3 new patient page visits and 1 orthodontics page visits.

