



# FACEBOOK ADVERTISING FOR ORTHODONTISTS

The Top 8 Strategies for New Patient Attraction

Facebook has over 1.5 billion users worldwide, with over 90 million visitors every day. It is estimated that the average Facebook user spends around 32 minutes per visit on the site - and checks the site approximately 14 times a day.

With that kind of heavy activity, it is needless to say, this is a great way to promote your practice and a great way to find new, qualified leads easily. It is also relatively inexpensive - it costs just a fraction of what other online advertising channels cost.

However, to do it successfully, you need to have the right strategy and execute it properly. Developing a plan is critical to ensuring that you are using your marketing dollars in the most effective methods.

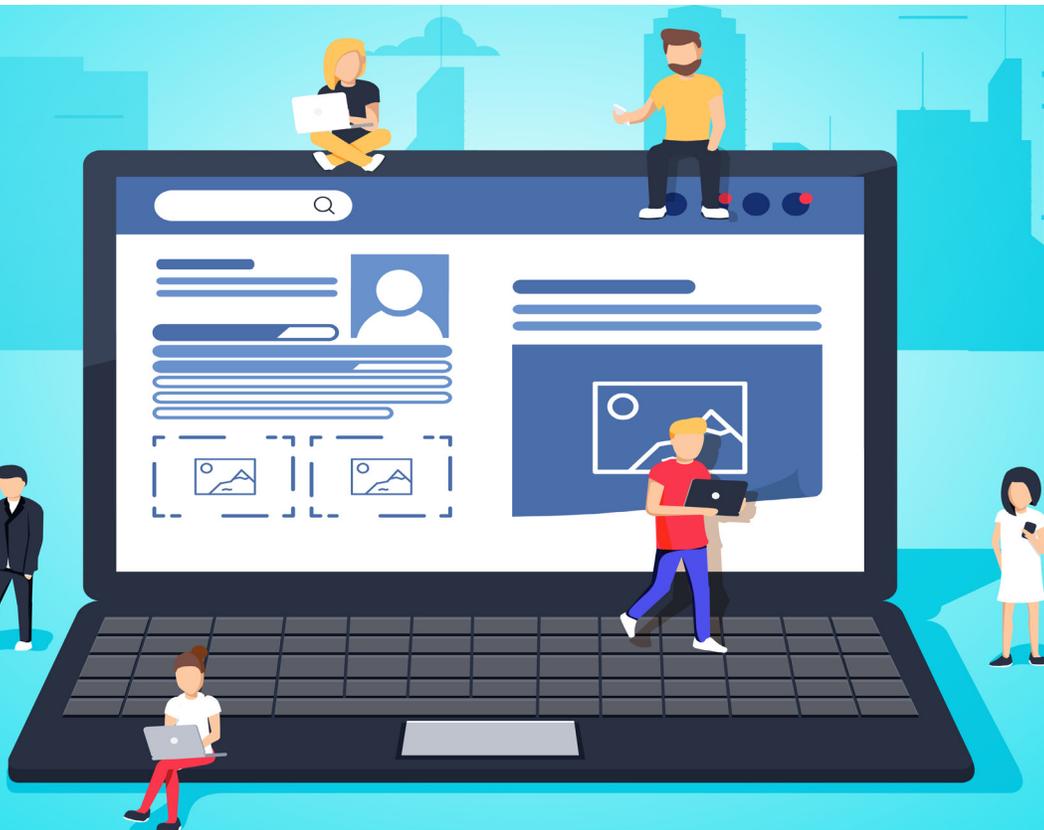
But where do you get started?

I have compiled this report which shares a few of the methods that we have found success with this year to help with just that. These 8 tips will explain why targeting matters, how to develop ads that compel the user to click on them, and how to use Facebook's built-in tools to help you create a winning advertising campaign that will turn prospects into patients. You don't have to spend hundreds of thousands of dollars learning all the mistakes I've learned from Facebook Ads and you certainly shouldn't repeat those mistakes. That's the purpose of this report, to give you a big jump start over your competition by learning what I've already learned the hard way, so you can start generating more new patients through Facebook advertising.

To Your Success,

*Dustin Burleson*

Dustin Burleson



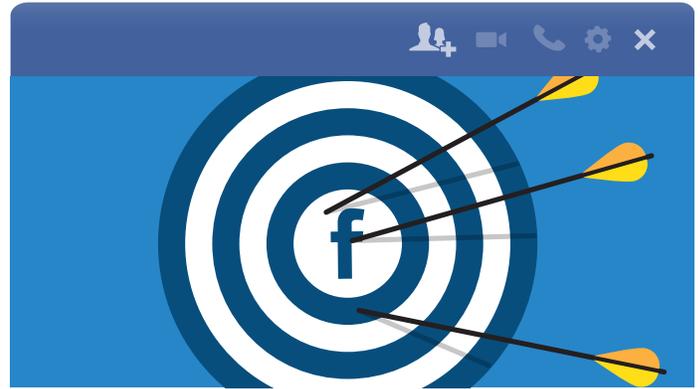


## Take Time to Really Define Your Target Audience

Facebook lets you target your advertisements very specifically, so that you can reach the audience that is most relevant. How this differs from other types of online advertising is that you can laser-focus on targeting the audience that sees your ad – such as individuals who most closely match your “ideal patient”.

Using Facebook’s built-in Audience Insights tool, you can profile your target audience in great detail. You can specify who would like your ad shown to based on criteria such as:

- Age and Gender
- Location
- Interests
- Connections and Demographics
- Purchasing Habits, etc



**TIP:** Try to avoid using generic interests such as “pets” or “food” – and choose more specific things like brands, sites, or even other Facebook page likes.

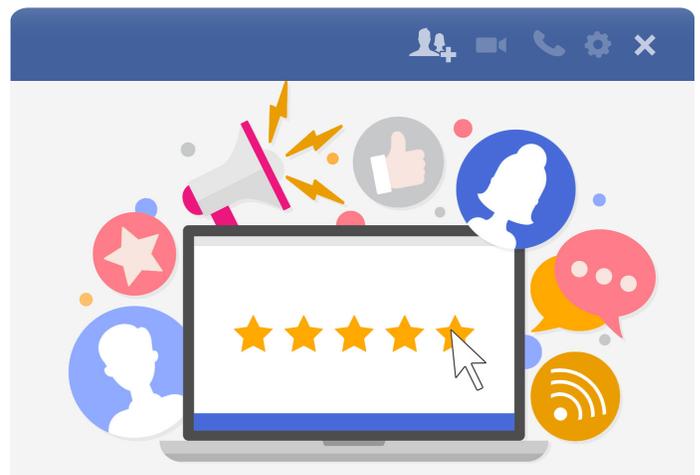
Even if you know nothing about marketing, you probably know that you can have a nice looking ad with a great offer, but if the right audience is not seeing it - it will not be effective. That’s what targeting the right audience is one of the most important keys to successful advertising on Facebook.



## Use Social Proof

Social proof is one of the most powerful selling tools that you can have. In many cases, it can often be more persuasive than the actual ad itself. Why? Because research has proven time and again that people are much more likely to trust a product or service when they see that lots of other people have used it and had a good experience.

When you build trust, you not only give your practice credibility – but you help to remove fear, which is a very influential factor in whether or someone decides to use your service (especially when it comes to dentistry).



So, how do you get social proof to work for your Facebook ads? One of the easiest ways is to use customer reviews as your ad copy. Even though this won't be "likes" or comments on the actual ad, it still shows that you have satisfied customers and builds trust. This trust translates into click and conversions. In fact, through tests, we have determined that Facebook ads with user generated content such as testimonials had a 300% higher click-through rate.



**TIP:** Another method is to leverage your customer base as a type of social proof. It's natural for a person to read something like "Over 5,000 patients served in the (your area)" and ask themselves: "How could all those people be wrong?"



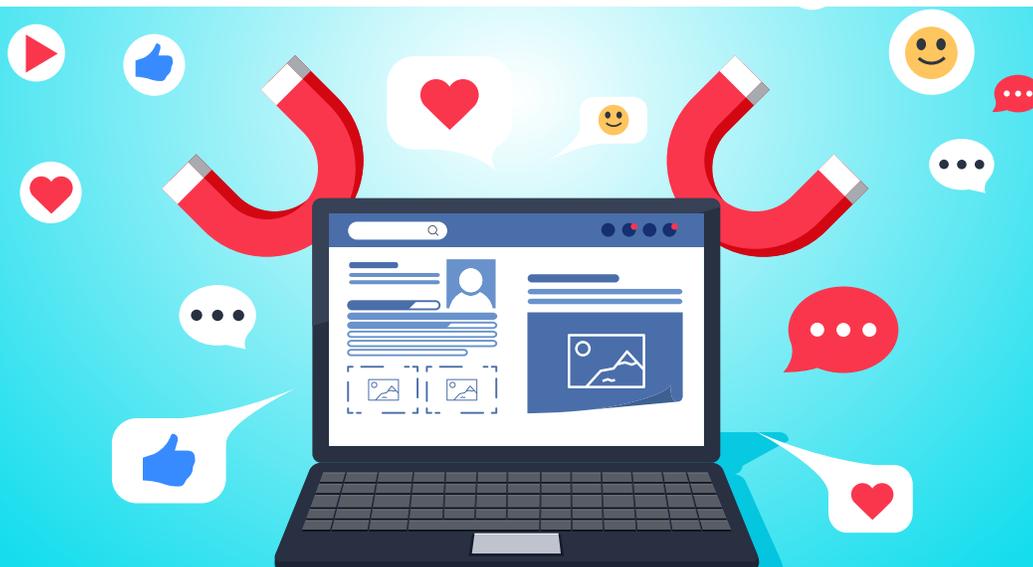
## Grab the User's Attention with the Right Images

If advertising were a stage, then the newsfeed is your opportunity for a solo performance. The problem is that the stage is very crowded with a lot of other people who are giving their solo performance too.

If you want to get your ads noticed (and clicked on, of course), you have to immediately grab the user's attention. You can do this by using images that are eye-catching. Avoid using visuals that have many small details that can distract a viewer's attention.

Facebook has a lot of great images you can use for free on their platform. However, if you have to spend some money to get the perfect photograph to use in your ad campaign, I highly recommend you make the investment. **Shutterstock.com** has a great library of effective images you can purchase for use in your ad campaigns. If you need a highly-customized professional photograph, we recommend hiring a local photographer on **Thumbtack.com**, **Guru.com** or **Upwork.com**.

Once you have the prospect's attention, be sure to have copy that supports the image and communicates the core of your ad.



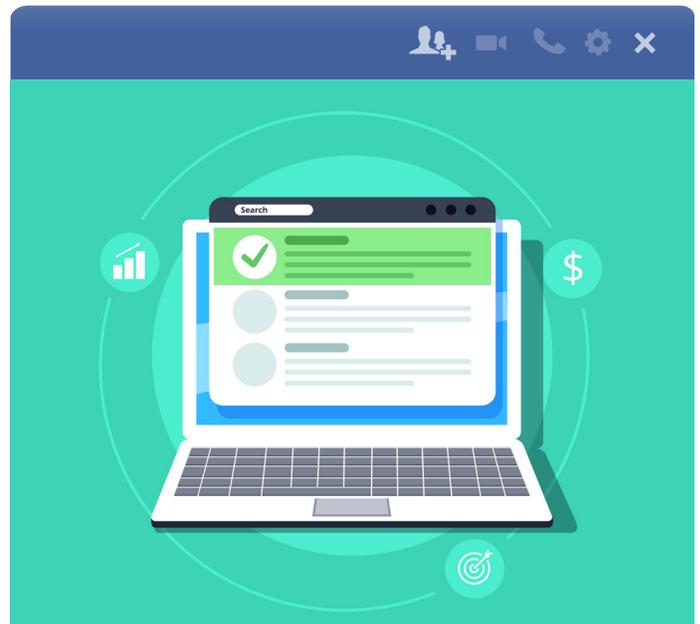


## Experiment with Placement and Split-Tests

### Placement

Putting your ad in the right place where your target is most likely to see it is critical. As of this writing, Facebook offers three options for ad placement:

- **Desktop Newsfeed:** this format supports longer copy and link descriptions. It gives you the most space for your message.
- **Mobile Newsfeed:** The copy space is shorter and so is the space you are allotted. However it is highly effective to use for your target market to “discover” your practice and encourage the reader to click and learn more.
- **Desktop Right Column:** This method uses smaller image and less text. It is the least expensive method of Facebook advertising but has proven effective in converting with people who are already familiar with your brand.



### Split Tests

Instead of just choosing news feed right-column ads or going for all news feed ads, try a split test with a couple of placements. Ideally, you would have 3 ad sets or campaigns – one for each type of placement.

This allows you to control the budget to a higher level than if all of your ad were the same placement or campaign.

Once you determine which is your best performing ad, create variations of them and change one element at a time, such as the headline, while leaving the rest the same. This gives you multiple ads that are identical except for the headline, and you can then test to see which converts the most effectively.



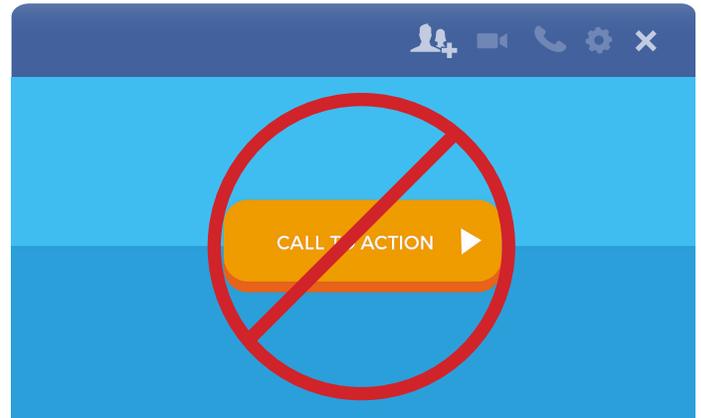
**TIP:** Market research has indicated that users on mobile devices tend to click “Like” more frequently – almost 13 times more - than desktop users.



## Use Ads Without a Call to Action Button

This likely goes against most of what you have heard about internet marketing. However, in split tests that we have conducted in our practice, we have found that people are more likely to click around on the image or other places on the ad if you don't have a button giving them a directive.

Keep a call to action in your ad, but kill the call to action button.

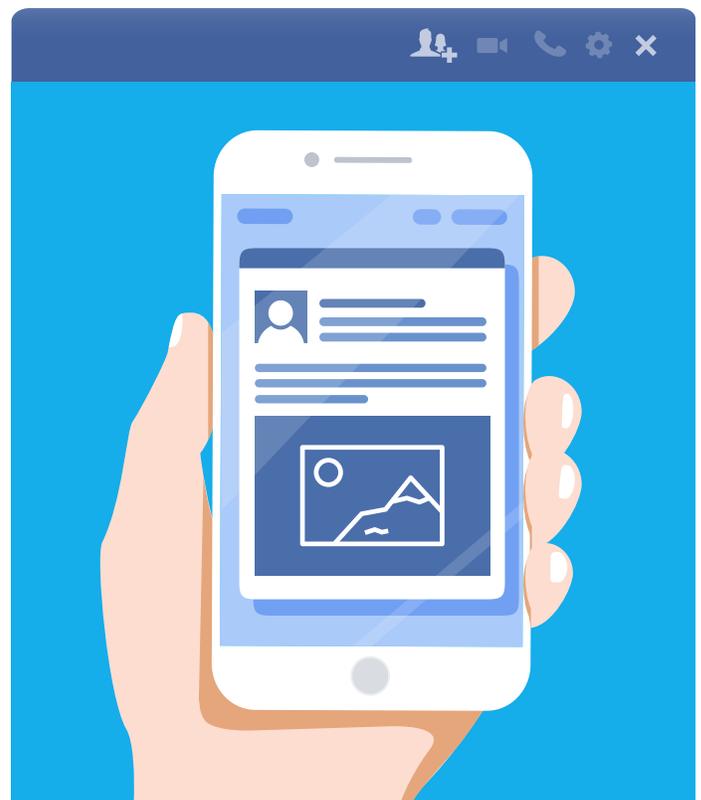


## Use Facebook's Power Editor to Manage Your Campaigns

Power Editor is a Facebook advertising tool designed for advertisers who want to be able to create, edit and publish multiple ads at once while maintaining precise control of their campaigns.

Some of the things you can do include:

- Create, edit and duplicate multiple ads within your account ads in your account.
- Download a template from Power Editor to Excel, where you can fill in the information needed for the ads you want to create. You can then import your work back to Power Editor.
- Use filters to find specific campaigns, ads or ad sets and customize the results you see in Ads Manager and Power Editor. You can select a filter from presets, or you can create your own custom filter.



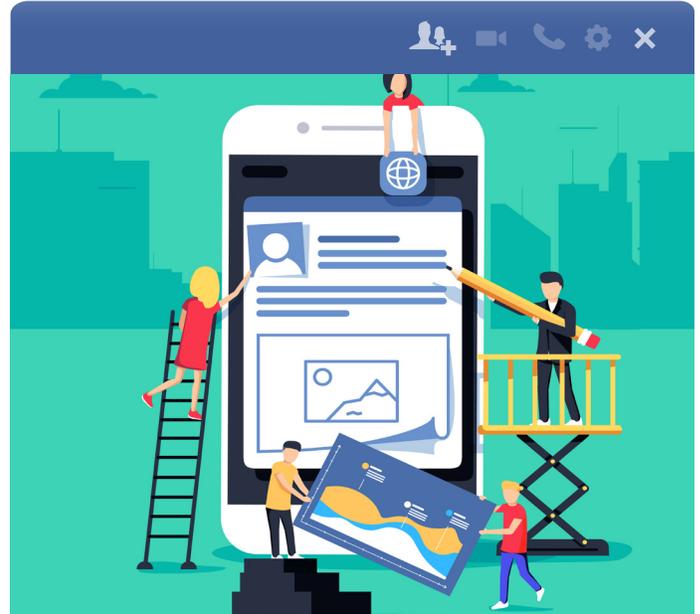


## Create Website Custom Audiences

This is one of my favorite Facebook marketing features. Website Custom Audiences allows you to target people who may not “Like” you on Facebook yet, but have previously visited your website. It also gives you the ability to target those who visited a landing page or any specific page on your website for up to 30 days. Pretty cool, huh?

Needless to say, this targeting process hits a very relevant audience – thus creating quality leads that are more likely to convert into patients.

To find out more details on how to use this in your ad campaign, call our friends at Jimmy Marketing by dialing (860) 442-9999 or visit their website at [www.JimmyMarketing.com](http://www.JimmyMarketing.com)



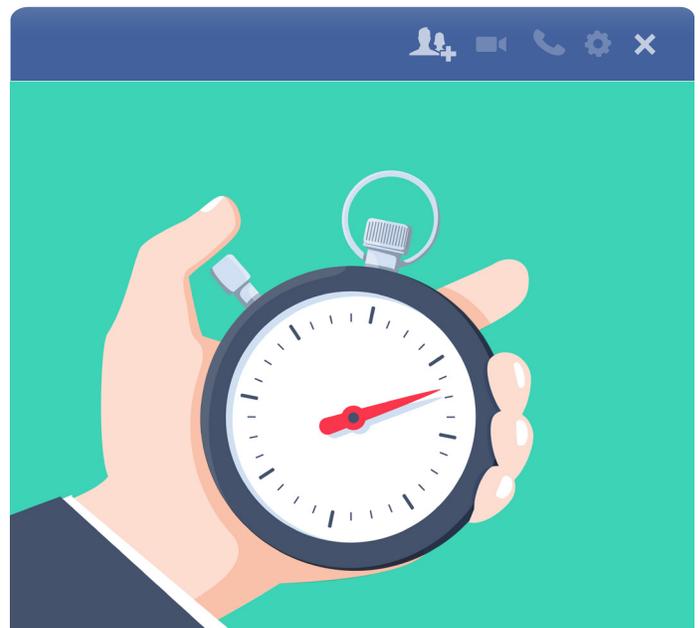
## Turn Off Your Ads at 11PM

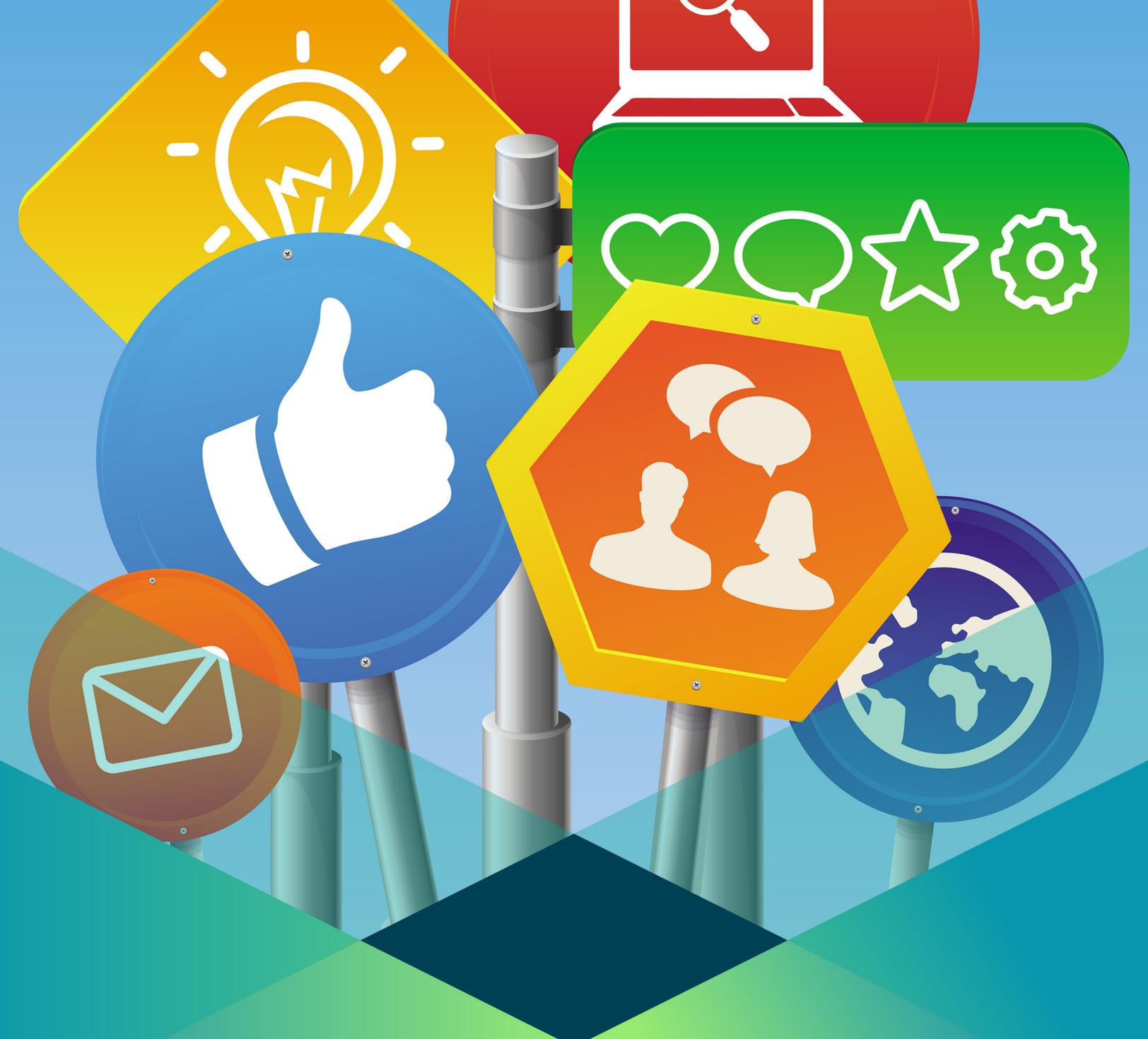
If you are running your Facebook campaigns 24/7, you may be spending more money than necessary to convert your targets.

We used to think that we should be buying any traffic we can get. If someone happened to be awake late at night or is working the night shift and wanted to click on our ad, we thought: “Perfect!”

But in analyzing the data gathered from this, we have learned that these clicks are far more expensive and less likely to convert into someone who requests an appointment (or downloads a report, spends some time on the website, etc).

Turning ads off at 11pm has cut our cost per conversion and cost per click dramatically.





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