

# CASE STUDY

# 35 leads, in 1 Month, at \$5 a lead.

THE SEO  DENTIST



**Deanne Rhinesmith**

**Mountain View Dental**

*Georgia*

"So easy to work with. We did the initial FB campaign and had a great response in the 1st week!! Definitely recommend to anyone looking for response from Social Media. Customer service is excellent!!"

## HIGHLIGHTS



# 35

Leads generated in 1 Month.

# \$5.73

Was the average cost per lead.

# 11x

ROI based on the value of the lead.

## CLIENT

### Mountain View Dental

Mountain View Dental is an established practice in Acworth Georgia. They wanted to promote their practice.

They serve the Acworth and Kennesaw population and provide general and cosmetic dentistry with a focus on quality and comfort

## SERVICES

 Facebook Ads

## GOAL

They wanted to promote their practice and needed to attract more patients. They created a "new patient" special discount that would incentivise people to come in for an appointment and save money on the first visit.

# STRATEGY

Target a demographic that has the highest probability of going to the dentist regularly and that has a family to bring to along (to maximize ROI).






**In essence, we tried to use Facebook and IG ads like commercials. You were ONLY served an ad if:**

- You fell into a certain demographic (ages, parental status, economic, education etc.)
- You met a certain interest (health, oral health, cosmetics, parenting etc.)
- You were within 15-20 miles of the location (based on our data people don't tend to travel further to see a dentist.)

# RESULT

As it began to pick up momentum the campaign generated over **35 qualified leads in 1 month at less than a \$6 lead.**

On top of that, we saw a consistent increase in engagement with the ad generating organic traffic and momentum. This campaign consistently generates similar results month after month.

Mountain View Dental 	 Active	\$10.00	35	8,591	13,574	\$5.73
 View Charts  Edit  Duplicate	Campaign Spending Lin	Daily	Leads			Per Lead

 **Mountain View Dental**  
Sponsored · 

Hey Acworth & Kennesaw! We're Mountain View Dental. We want to bring some bigger, brighter smiles into 2018 to promote our dental practice! We are giving away 50 vouchers for \$300 towards any dental procedure, after Initial Exam & X-Rays. Only 30 Vouchers Available. Grab One Now! (First Time Clients Only)



<https://mvdentalacworth.com/ne...>  
**Hey AcWorth & Kennesaw!  
\$300 Towards Any Dental...** [LEARN MORE](#)

   43      18 Comments   14 Shares

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## Summary

- 35 Qualified Leads
- 1 Month
- \$5.73 per lead
- 174% cost reduction in lead gen.

# Drive More *Traffic, Leads & New Patients* to your Dental Practice.

Schedule a call with our team today  
and get **1 Free Week of Facebook Ads**

**Get A Free Week  
of Ads**

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