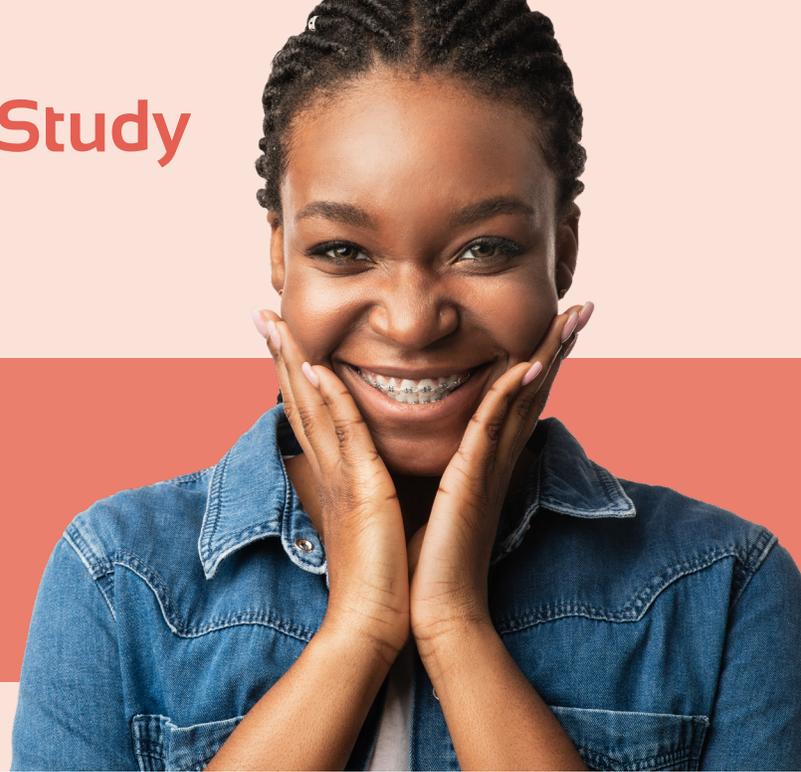


# Dental Practice Case Study

initiate-it

## The backstory

A dental and orthodontics group in the Richmond, VA metro area needed more new customer leads. The organization, which has 55 years of experience, provides a wide range of services including general dentistry, pediatric dentistry and orthodontics. The dental office had used Facebook advertising for several years to increase patient referrals but had not seen a significant increase in referrals.



## The problem

Facebook ads can be challenging and require a commitment to sometimes see results. Sales lead times for most industries have increased since the pandemic, and an expertise with social media advertising is required to fine-tune an advertising campaign.

## The solution

The dental group turned to us for our expertise and data-driven approach to advertising. We took a more targeted approach to Facebook advertising. Our team identified the dental group's target audience, which included families with children and young adults. We also identified the most popular services offered by the dental office, including teeth whitening, braces and fillings.

After our initial research, we created a series of Facebook ads that targeted the specific audiences and highlighted the most popular services. To track the effectiveness of the new approach, we used Facebook's conversion tracking features to monitor the number of new patients that came to the office because of Facebook ads.

## The results

The campaign started slowly but the traffic allowed us to analyze the data. The team saw a high engagement rate from the ads but only a few referrals. They made adjustments and fine-tuned the campaign. Within a few months, the advertising worked.

The dental group saw a 71% increase in new patient referrals from the campaign one month and 69% the next.

**71%** INCREASE IN NEW  
PATIENT REFERRALS

## Some final thoughts

A social media advertising campaign is a smart choice that can significantly boost a dental business's online presence. With our expertise in social media marketing, we can help you create and execute a tailored strategy that effectively engages your target audience and drives traffic to your website.

From crafting compelling ad copy to monitoring your campaign's performance, our team will work tirelessly to ensure your success on Facebook or other advertising platforms. Whether you're a small business owner or a large corporation, our services can help you achieve your marketing goals and stay ahead of the competition.

**Please reach out!**

Sarah Prokopchak  
sprokopchak@initiate-it.com  
804.513.3096