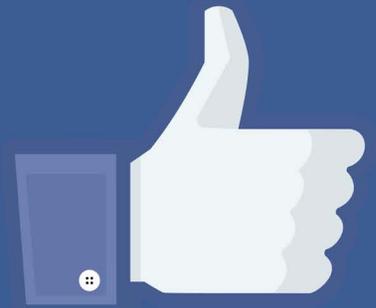




# Facebook



## Lead Generation

### For

# Dentists & Orthodontists

How to Generate New Patient Leads  
For Your Practice Using Facebook Ads  
For As Little As \$0.20 Each!



By Adam Roseland





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## BLOGGING

Professional custom and unique content updated weekly



## WEBSITES

High quality, professional, custom designed websites for your brand



## EMAIL

Email marketing crafted around your business and your patients



## LEAD GEN

Driving patients to click, submit, call, and visit



## SOCIAL

Connecting with your patients in a real and personal way



## SEO

Capturing more visitors through search engine optimization

# FACEBOOK LEAD GENERATION FOR DENTISTS & ORTHODONTISTS

GENERATE NEW PATIENT LEADS FOR YOUR  
PRACTICE USING FACEBOOK ADS FOR AS  
LITTLE AS \$0.20 EACH

Written by Adam Roseland

I have been working in the advertising industry for the past 10+ years, mostly in the digital space working for advertising agencies. I am a sales guy who loves to help my clients achieve their goals. On the personal side, I have been married to my wife Amy for just over 11 years, and have 3 beautiful children, AJ, Ayden & Adley. We live in the suburbs of Philadelphia.



ADAM ROSELAND  
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# INTRODUCTION

## WHAT YOU WILL LEARN

1. A simple, step by step process for generating leads from Facebook that you can have your staff handle
2. How to get more clients using an offer on Facebook
3. How to setup & test your web landing pages
4. How to setup Facebook advertising campaigns
5. How to track & optimize your campaigns

# GETTING STARTED

## GETTING STARTED WITH FACEBOOK ADVERTISING

There are a few things that you will need to get started with advertising on Facebook.

I'm going to walk you through each of these and show you how easy it is to set everything up step by step.

An effective Facebook marketing campaign for a practice has...

1. Clearly defined goals
2. An email auto responder
3. A compelling offer
4. A landing page

Once you have those things in place you can start setting up your Facebook ads.



# GOALS

## DEFINING THE GOALS FOR YOUR CAMPAIGN



This is going to vary depending on your practice, and of course your practice's website, but I have found the most effective way to reach people is via the classic email opt in process.

Show visitors a compelling offer, collect their email address and then market to them with an email auto responder.

I have found if you are trying to get people to set up a consultation directly from the facebook ads, it is much more difficult to get conversions.

Instead you should be looking at the long term value of an email subscriber.

**Email subscribers give you the chance to sell your services and upgrade your customers efficiently and over a period of time that you can determine.**

## CAMPAIGN GOALS

General Practice Goals are usually...



Increase email subscribers



Increase Facebook page likes

That's it! Don't make it any more complicated than it needs to be.

# EMAIL

## SETTING UP AN EMAIL AUTO RESPONDER

I recommend [InfusionSoft](#) and [Aweber](#) to create an Email Auto Responder series, which is designed to keep people constantly engaged with your brand consistently extracting value over time.

Picking either of these two platforms is a great decision. For an example of a tremendous orthodontic success story about InfusionSoft, check this out:

<http://www.rojaweb.com/ortho-success-story>

### How an Auto-Responder Works

The first email you send out asks prospects to connect with you on your Facebook page and introduce themselves, thus growing your Facebook fan base. You can also ask them to follow you on Twitter and Google+, but we're just focusing on Facebook here for now.

After that, the goal of the auto responder series is to send out 1 of your blog articles from the archives every week. If you don't have an archive of blog articles, just email us and we can help you with that. We can also create a custom auto-responder series for your practice.

I also recommend you have a few emails that go out asking subscribers what they like or don't like about your practice and your service offerings. If you don't want to get that type of feedback, you can just ask what they like about your posts, and what topics they would like you to cover next.

# EMAIL

## PUTTING A VALUE ON AN EMAIL SUBSCRIBER

I decided that the easiest way to put a value on an email subscriber is by keeping it simple.

- 1. Over the previous 90 day period use Google Analytics to work out what % of traffic came from email.*
- 2. Then look at the total earnings for that 90 day period using that %. Finally divide it by how many email subscribers you have.*

Let's use some easy numbers in an example...

- *4% of website visitors came from email blasts.*
- *\$20,000 profit for the month.*
- *200 email subscribers in your email database.*

The Subscriber Value calculation would look like this...

*4% of \$20,000 = \$800 / 200 email subscribers = \$4 per subscriber*

Now I know that isn't an exact science and just provides a rough guideline that only takes how much money your practice made into account.

What it doesn't account for is all of the extra value you will be getting from having new followers on Facebook, the long term relationship your are creating with your audience(email list), new social signals on old posts that you have written & new comments on old posts for the next 12 months.

All of these items will help you grow organically, reaching even more people to push through your email marketing funnel.

# YOUR OFFER

## CREATING A COMPELLING OFFER FOR PROSPECTIVE PATIENTS



*an ebook is a great way to answer questions*

Instead of spending a bunch of time creating something unique to offer in exchange for a users email address, you can also just look at your frequently asked questions or previous articles/blog post and use something valuable from that.

I suggest you come up with something that would really grab the attention of a potential patient and provide value for them.

For example, for an orthodontist, a compelling offer might be a free ebook titled...

*“4 Reasons Your Teenager Will Love You For Choosing Invisalign”.*

or...

*“3 Questions to Ask Your Orthodontist That Will Keep You Out of the Emergency Room.”*

The idea is to give them something that sets a hook, and that they won't have a problem sharing an email address for.

**That's really all there is to creating your offer!**

# LANDING PAGE

## CREATING THE LANDING PAGE

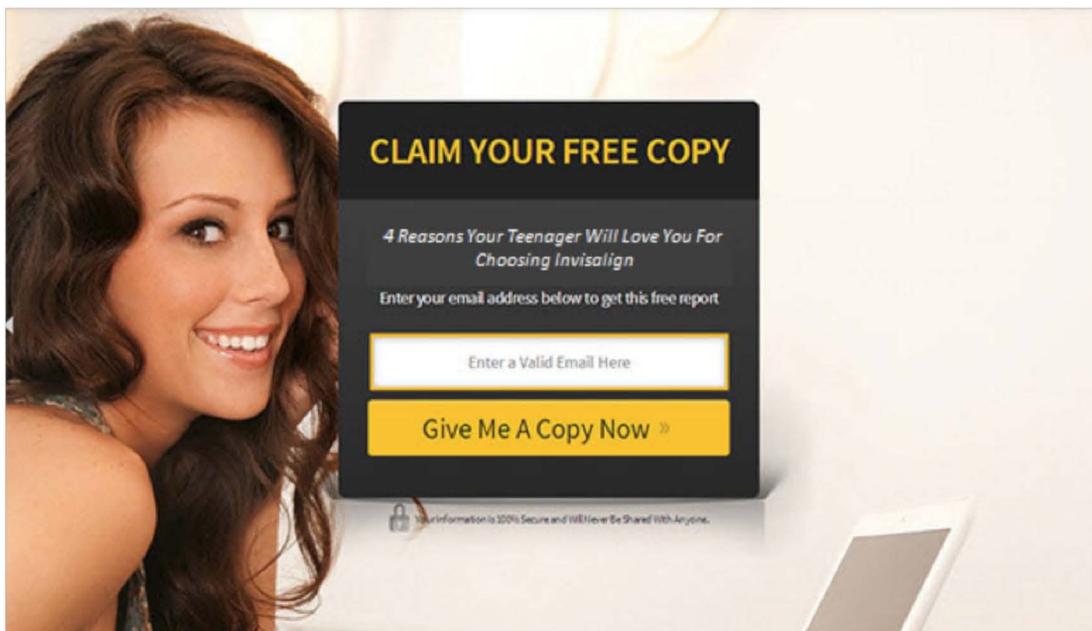
The landing page is one of the most critical parts of any campaign. This can literally make or break the entire campaign.

If you have a poor performing landing page you are going to burn through your money quicker than you can snap your fingers

I recommend using [LeadPages](#) to create your landing pages. They provide easy to modify, well tested templates to help make sure your landing pages deliver high conversion rates.

## Landing Page Design

The image below is a sample landing page template that can be created in LeadPages in 5-10 minutes. It's clear, simple & to the point. I love the focus on a clear concise call to action!



# LANDING PAGE

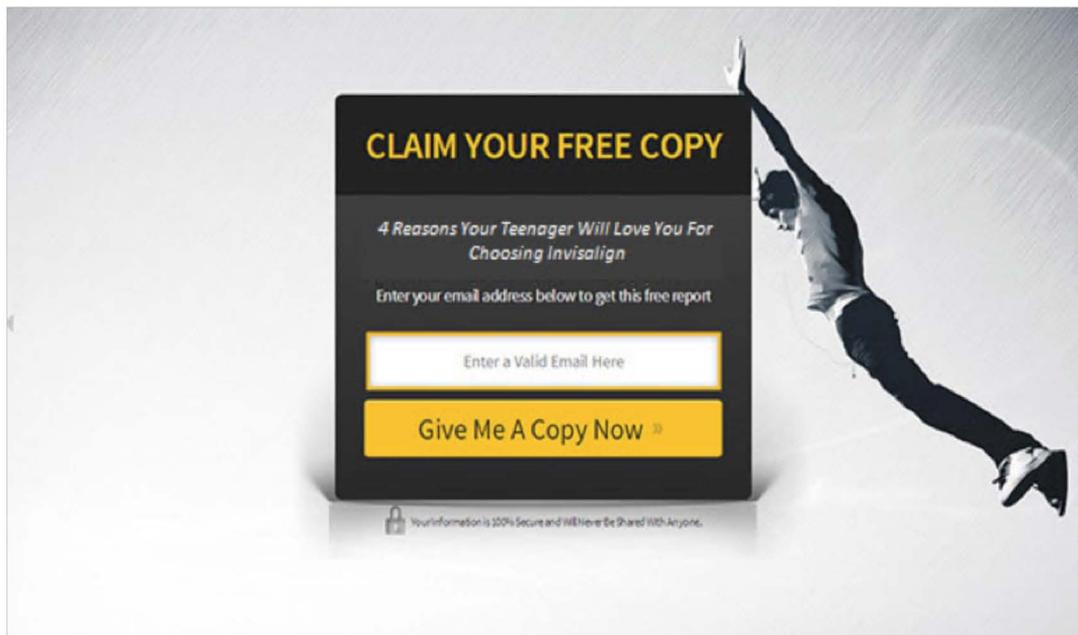
## SETTING UP SPLIT TESTING

In order to optimize the campaign as much as possible I recommend you spend 10 minutes creating a couple of alternative landing pages to split test against your original landing page.

I can't speak enough about the importance of split testing and [LeadPages](#) makes it really easy to do.

## Landing Page Design - Version 2

Exactly the same as the original except a different background image...

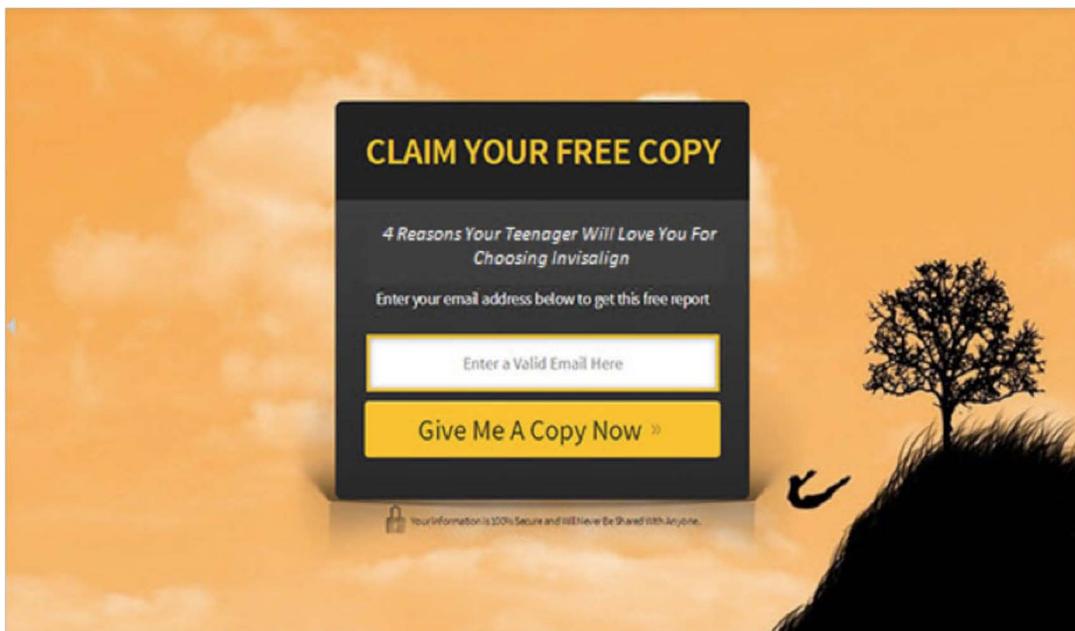


# LANDING PAGE

## SETTING UP SPLIT TESTING

### Landing Page Design - Version 3

Exactly the same as the original except a different background image...



# LANDING PAGE

## SPLIT TEST RESULTS

Just to highlight the importance of landing pages and split testing I wanted to share the results of a campaign, and show you what split testing can do.

Here is a screenshot from LeadPages showing you the performance of each of the landing pages from above:

Variations	Priority	Conversions	Visitors	Conversion Rate Range	Percentage Change	Probability of Outperforming Original	Action
Original <b>BASE</b>	33%	176	463	38.01%±3.72%	-	-	
Variation 1	34%	177	489	36.20%±3.59%	↓ -4.78%	-	Action ▾
Variation 2	33%	186	556	33.45%±3.30%	↓ -12.00%	-	Action ▾

As you can see the original (version #1) is converting at 38% while landing page #3 is only converting at 33%. That makes a huge difference on the # of potential clients you can bring in when you do this month after month.

With this data in hand you can take the winner and continue to split test that against completely different templates, new background images or simply by tweaking the copy (the text).

# LANDING PAGE

## THE THANK YOU PAGE

Once a prospective dental patient has hit the landing page and entered their email address, we need to take them to the next destination... the Thank You Page!

Generally people use the 'Thank You' page solely for delivering their offer to their subscribers. But I recommend you also use it to generate new Facebook (or any other social media you choose) subscribers as well.

### Download Your Report Now!

Thank you for choosing to download the report.

[Click here to Download It Now](#)

Don't Forget to Like Us on Facebook to get exclusive access to monthly deals.



This is just a simple thank you page that can be placed on your site, that says "Download your free report now!"

Obviously you need to provide a link to download the ebook.

Right below this link, I suggest you have a Facebook Like button and ask people to "Introduce yourself on Facebook!" This gets you more likes, and hopefully starts a conversation on your Facebook page.

Again, this is nothing complicated, just simple & straight to the point! Best of all, there is nothing challenging that your staff can't handle for you!!

# FACEBOOK

## CREATING YOUR FACEBOOK ADVERTISING CAMPAIGN



Now you have everything you need to create your Facebook advertising campaign and start generating new subscribers to deliver to your newly created landing pages.

All we need to do now is the following...

1. Create your Facebook Campaign
2. Create a few Facebook Ads
3. Create a tracking pixel (from Facebook) that you will place on your thank you page

Once that is done you will have everything you need to generate new patient leads from Facebook!

LET'S GET STARTED...

# FACEBOOK

## CREATING A FACEBOOK ADVERTISING CAMPAIGN

When you are creating your Facebook campaign & Facebook ads you should make sure you are using the Facebook Power Editor.

This is much easier to work with than the standard interface and gives you a lot more control over things.



## CREATING FACEBOOK ADS

Once you have created your Facebook advertising campaign, you need to create some ads.

This is really easy to do and I suggest you create a couple of different ads targeting different audiences to test which works best. This would include moms, dads, elderly, etc. depending on who your target market is.



# FACEBOOK

## CREATING THE TRACKING PIXEL

Facebook lets you create a tracking pixel that you can place on any page you want. For our purposes, this will go on the **Thank You Page** you created in the previous steps (within the page's code).

If you don't know how to do this, your website maintenance company can handle this for you in minutes. If you don't have a website company, feel free to reach out to us and we'll help you out with it.

**Conversion Tracking** Create Conversion Pixel

Keep track of important actions people take on your website after they click or view on your adverts. Learn more in the Help Centre.

Conversion Pixels	Category	Created On	Created By	Advert Accounts Shared With	Pixel Status	Last Verified
██████████	Leads	19/02/2014	██████████	Share	Active?	11/03/2014 01:15

## To create a conversion pixel from your ads manager:

1. Go to your ads manager and click Conversion Tracking on the left side.
2. Click Create Pixel.
3. Give your conversion pixel a name and select a category from the drop-down menu.
4. Click Create Pixel.
5. Copy the code that appears and add it to your web page. Keep in mind that you should paste the code between <head> and </head> on your web page where you want to track conversions. You can also change the value for your conversions.

# FACEBOOK

## CREATING THE TRACKING PIXEL

To create a conversion pixel from Power Editor:

1. Go to Power Editor.
2. Go to Ad Tools in the top right corner and select Conversion Tracking.
3. Click Create Pixel.
4. Give your conversion pixel a name and select a category from the drop-down menu.
5. Click Create Pixel.
6. Copy the code that appears and add it to your web page. Keep in mind that you should paste the code between `<head>` and `</head>` on your web page where you want to track conversions. You can also change the value for your conversions.

*A quick note - you can edit the tracking pixel code to include a value that gets reported to Facebook*

```
fb_param.value = '0.00';  
fb_param.currency = 'USD';
```

You can change that to be the value of each new email subscriber/conversion. So this way, anytime someone clicks on one of your Facebook ads and submits their email to be added to your email database, it gets reported in the back end of Facebook. This will help you track your Return On Investment.

Sometimes this doesn't work though, for example according to Facebook there were 456 new subscribers to the campaign above- but there were actually 496 subscribers added to Aweber, so just use this as a guideline.

# FACEBOOK

## FACEBOOK ADVERTISING CAMPAIGN RESULTS



Shared below are 2 separate Facebook campaigns spending a total of \$599.91 generating a total of \$3,864 based on an email subscriber with a \$4 value.

Campaign	Cost	Income	ROI
#1	\$300.00	\$1,984	561%
#2	\$299.91	\$1,880	527%

LET'S DIG A LITTLE DEEPER...

# FACEBOOK

## CAMPAIGN #1 DETAILS

Everything was set up as you see on the previous page. The Facebook campaign targeted four different audience types who had liked competitors of this practice.

Then three different ads were created for each of those four audiences to see which ad converted best for which audience.

These are what three ads could look like...

### Thinking about braces?

webodontics.com



You must read "4 reasons your teenager will love you for choosing Invisalign" now.

Ad 1

### Thinking about braces?

webodontics.com



You must read "4 reasons your teenager will love you for choosing Invisalign" now.

Ad 2

### Thinking about braces?

webodontics.com



You must read "4 reasons your teenager will love you for choosing Invisalign" now.

Ad 3

# FACEBOOK

## CAMPAIGN #1 PERFORMANCE

This table summarizes the performance of each ad and the campaign as a whole.

Ad	Cost/Lead	Spend	Clicks	Cost/Click	Click Through Rate	Page Likes
#1	\$0.94	\$45.43	224	\$0.24	0.87%	23
#2	\$0.69	\$232.02	1,236	\$0.20	1.60%	164
#3	\$0.35	\$22.55	103	\$0.28	0.66%	13
<b>Totals:</b>	<b>\$0.66</b>	<b>\$300.00</b>	<b>1,563</b>	<b>\$0.24</b>	<b>1.05%</b>	<b>200</b>

## CAMPAIGN #1 RESULTS

The \$300 spend resulted in...

- 496 new subscribers
- 200 new Facebook page likes

This campaign generated a new subscriber value of \$1,984 or 561% ROI.

# FACEBOOK

## CAMPAIGN #2 DETAILS

Exactly the same as the previous campaign except this time-

The 2nd campaign took the best performing ad from the previous campaign (AD2) & created two new ads (AD4 & AD5)

Another tweak to the campaign was to use the best performing LeadPages landing page from the previous campaign & created two new variations of it.

The goal was to increase conversion rates while reaching new audiences at the same time.

This is what the three ads looked like.

### Thinking about braces?

webodontics.com



You must read "4 reasons your teenager will love you for choosing Invisalign" now.

Ad 2

### Thinking about braces?

webodontics.com



You must read "4 reasons your teenager will love you for choosing Invisalign" now.

Ad 4

### Thinking about braces?

webodontics.com



You must read "4 reasons your teenager will love you for choosing Invisalign" now.

Ad 5

# FACEBOOK

## CAMPAIGN #2 PERFORMANCE

This table summarizes the performance of each ad and the campaign as a whole.

Ad	Cost/Lead	Spend	Clicks	Cost/Click	Click Through Rate	Page Likes
#2	\$0.54	\$54.47	336	\$0.18	1.14%	48
#4	\$1.17	\$48.09	279	\$0.19	0.96%	23
#5	\$0.66	\$197.35	1,201	\$0.17	1.60%	101
Totals:	\$0.79	\$299.91	1,816	\$0.18	1.23%	172

## CAMPAIGN #2 RESULTS

The \$299.91 spend resulted in...

- 470 new subscribers
- 172 new Facebook page likes

The 2nd campaign generated a new subscriber value of \$1,880 or 527% ROI.

As you can see, Campaign #2 was able to reduce the cost per click, and increase the click through rate.

However the cost per lead was higher as the new landing page designs didn't really work out as planned.

The good news is, now there is data to review and optimize from. Meaning, anyone can look at the data sets and determine which performed best.

Even better news is, it is easy to continue to optimize and tweak your campaign to try to get even better results.

As you may have noticed, in the campaigns above the only thing I was testing was the images. You can always test different headlines and different text as well.



# CONCLUSION

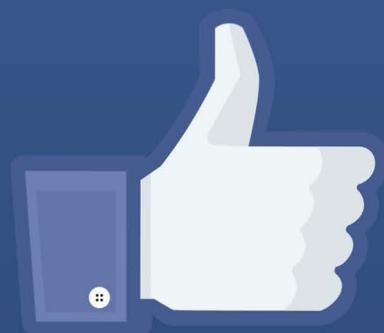
## WRAPPING IT UP

So there you have it, how to advertise on Facebook step by step! Facebook marketing can't really get any easier than that!

There are lots of different ways for you to take advantage of Facebook advertising. Building your client base by growing your email list is just one of them.

Take what you have learned here and get creative with your own campaigns!

All you need is a compelling offer, a good landing page and an email auto responder to get started!



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Thanks for reading!

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(Click Here)



### Share It

Share It With Your Fellow  
Dentists & Orthodontists

(Click Here)



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