

# How A Dental Marketing Consultant Generated Over 186 Book Orders in Less Than 60 Days Using Facebook Ads

Discover how Tom Orent, The Gems Guy, used a simple 3-step Facebook ad campaign to promote his book and schedule 55 high-quality appointments.

## The Situation...

When Tom Orent (The Gems Guy) came to us with his new book, his goal was to promote the book for free (only pay shipping) and encourage those interested to schedule an appointment where that he could pitch his larger programs.

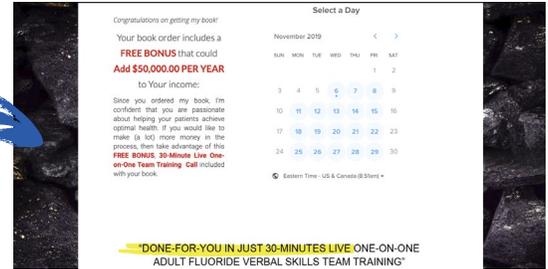
He needed a way to get his book in front a large audience in his target market to pull in the volume of leads he needed to get those 50+ appointments. Having filled his webinars using Facebook ads in the past, he knew he could get in front of the right people using paid social media.

## How Dr. Tom Orent was Able to Get 186 Book Orders Using Facebook Ads

By launching a FREE (only pay shipping) book campaign targeting those most likely to be interested in growing their dental practice, we were able to generate 186 book downloads in less than 2 months after launching, converting 30% of them into appointments.

### The campaign consisted of four parts:

1. Optimized targeting to attract those most likely to be interested in the book and a demographic fit
2. Creating "book pitch" ad copy to get their attention
3. 3-Step follow-up emails designed to move those who downloaded the book to the next step of becoming a client, in this case, booking a call



## Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up the 3-step Facebook ad campaign that targeted prospects who would likely be interested in his services (primarily dentists.)

Using ad copy that pitched the book, the prospects were sent to a landing page where they could enter their information. They were then redirected to a consultation offer page where they could instantly schedule a call. If they did not schedule the call, they received a digital copy of the book via email and then a 3-part email sequence designed to move them into booking a call or becoming a paying client.

## In Less Than 60 Days, Dr. Tom Orent had 186 Book Orders at \$15 each.

Since launching this Facebook ad campaign, Dr. Tom Orent has had 186 book downloads at \$15 a piece. Of those, 30% or 55 have booked a call to learn more about his 60k programs.

With 55 sales calls on the books and another 131 (and growing) new leads on their email list, the potential for additional revenue is huge. Between the follow-up sequence and weekly mailings, a percentage of these qualified prospects will likely become a client over time.

The best part? This system is EASILY replicated month after month, consistently growing their email list, increasing awareness and signing new clients.

## How to Customize this Plan for Your Business...

If you are interested in maximizing both your results and your time, promoting your book and growing your business, book your ROI Strategy Session with our Director of Client Strategy by [clicking here!](#)