

How A Dental Marketing Consultant Generated Over 1,341 Webinar Registrations and 60 Qualified Appointments in Less Than 60 Days Using Facebook Ads

Discover how Tom Orent, The Gems Guy, used a simple 3-step Facebook ad campaign to gain registrants for his webinar and appointments on his calendar.

The Situation...

When Tom Orent (The Gems Guy) came to us he had 2 goals: to promote his webinar in order to ultimately get his attendees to his calendar to schedule an appointment where he could pitch his larger programs AND to get appointments on his calendar directly from Facebook advertisements.

Having filled his webinars using Facebook ads in the past, he knew he could get in front of all the right people using paid social media. He was also hoping that he could use these same strategies in order to book appointments directly from his advertisements.

How Dr. Tom Orent was Able to Get 1341 Webinar Registrants and 60 Qualified Direct to Appointment Bookings Using Facebook Ads

By launching 2 different Facebook ads campaigns (one for webinar registrants and one for direct to appointment bookings), he was able to reach out to those most likely to be interested in growing their dental practice. We were able to generate 1341 webinar registrants and 60 qualified appointment bookings in less than 2 months after launching.

The campaign consisted of four parts:

1. Optimized targeting to attract those most likely to be interested in the webinar and a demographic fit.
2. Creating “webinar pitch” and “direct to appointment” ad copy to get their attention and convince them to sign up for the webinar.
3. Follow-up emails designed to move those who signed up for the webinar onto the next step of becoming a client, in this case, booking a call and follow up emails for those who booked an appointment to remind them about the date and time that they requested.

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 webinar, 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 1341 webinar registrants and 60 direct to appointment bookings.

Since launching this Facebook ad campaign, Dr. Tom Orent has had 1341 webinar registrants and 60 direct to appointment bookings.

With these results that he has seen from his webinar and direct to appointment booking campaign, the potential for additional revenue is huge. Thanks to the follow-up email sequence, a percentage of these qualified prospects will likely become a client over time.

The best part? This system is easily replicated month after month, he is consistently growing his email list, and increasing awareness which leads to signing new clients.

Think We Can Help?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!