



The Dentist's Guide to Facebook Advertising



At **TRIFORCE**, we're all about your experience. We create optimized and valuable marketing services that make your company attractive to potential customers. We strive to create an online experience that transforms users into paying customers and customers into ambassadors of your business. Our experienced team at **TRIFORCE** will customize a digital marketing plan that minimizes the complexities on your end and drives tangible results to your business.

WHO WE ARE

Triforce Digital Marketing is a full-service digital marketing agency focused on providing superior service to our clients. We specialize in helping businesses of all sizes create a strong online presence that reflects the quality of service that they provide their customers. We create a sustainable business model online that consistently brings in new customer leads and revenue for our clients.

Social media has **grown up**

Facebook is now a full-fledged ad platform with powerful marketing tools. It's time to grow your practice and update your social media strategy, too.



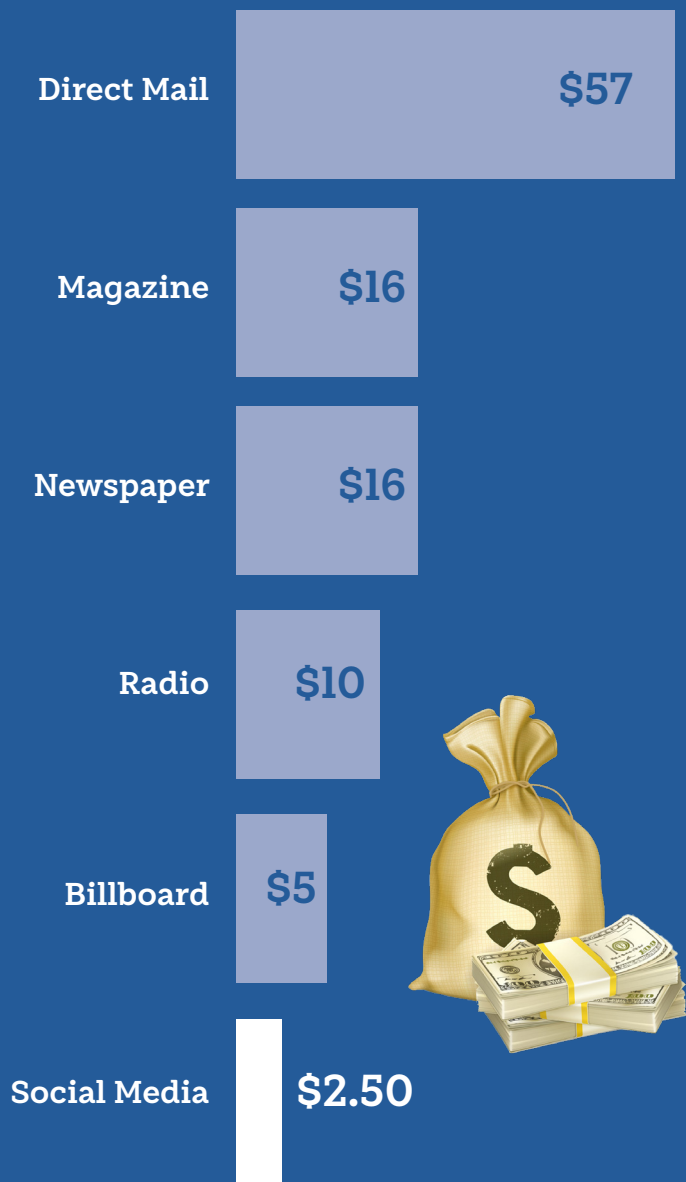
Paid advertising is the key to using Facebook's incredible marketing and targeting tools. Facebook is now comparable to Google in terms of global marketing spending and reach, and using it to grow your business is largely a pay-to-play deal. However, Facebook is still the smartest place for you to invest your dental marketing dollar.

By the end of this ebook, you'll know why Facebook advertising is so essential to marketing your dental practice online, and how to take your first steps into creating and distributing effective Facebook ad content. Plus, get a pack of downloadable materials to help you create share-worthy posts perfect for promotion.



The need for paid advertising

In the early days of social media, one of its main appeals was that it was free. Free for people to network with their friends, family and colleagues, and free for businesses to build an audience and broadcast their content. And for individuals, most of it has remained free.



In the past few years, social media platforms have grown to gigantic proportions. Users now number in the billions, sharing a mind-boggling amount of content every day. The time people are spending on social media is rapidly catching up with television. With this level of engagement, social media platforms needed a way of prioritizing content and showing users what was most relevant to them. So they implemented content-sorting algorithms that prevented users' feeds from being non-stop advertising, while still allowing businesses to reach the audiences important to them. The introduction of paid social made this possible, and it's the best value for your practice's advertising dollar.

Average Cost Per Thousand Impressions

Source: "Traditional Media vs. Social Media Advertising"

What the end of organic reach means for your dental practice

“Reach” is a measurement of how many people see your posts on social media, which you can track with the admin tools of each platform.

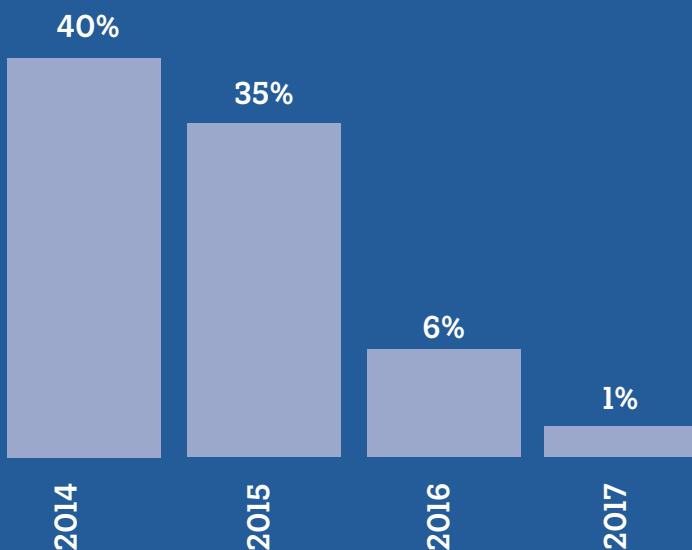
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There are now two types of reach: paid and organic. Social media platforms now allow you to pay money to promote your posts, boosting their visibility among audiences you select. This gets you paid reach. On the other hand, organic reach is how many people see your post without you investing any money to promote it. And thanks to these content-sorting algorithms, organic reach is lower than ever. Our research has confirmed that un-promoted posts reach between 3 to 7 percent of the audience depending on the page, location of the practice, competition and when the post was made. This means that if your practice Facebook page has 600 followers, your posts could be reaching 18 or fewer people organically. And organic reach only continues to plummet.

Organic Facebook Reach

Source: “This Chart Explains the Reachpocalypse and Why Facebook is Laughing All the Way to the Bank”



How does this affect your plan to grow your practice with social media?

When your patients engage with your posts and share them with friends and family, they introduce you to the people most likely to become new patients. It's the most effective way to turn patients into advocates and build powerful, authentic word-of-mouth marketing. But if your patients and fans never see your posts in the first place, they won't have the chance to share. Unpaid, organic reach just isn't enough to get your social media content seen by the people that will help your practice thrive.

Great content isn't enough to grow your dental practice's presence on social media: you need to put some money into it. Investing money into your social media strategy will help you attract ideal new patients and retain the patients you have. Making small, smart investments is the new reality of social media marketing. The faster you embrace it, the faster new patients can start finding you.

This ebook will help you answer **three key questions** essential to forming your practice's Facebook advertising strategy, including:

1

What are my options for advertising on Facebook and how do I do it effectively?



2

What should my Facebook advertising budget be?



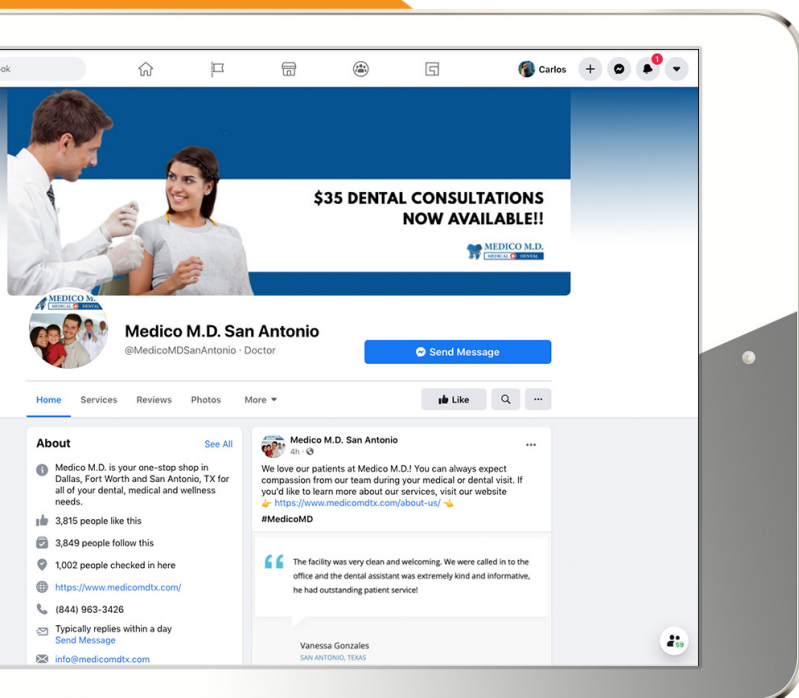
3

What is share-worthy content and how should I promote it?



How can I advertise my dental practice on Facebook?

The purpose of creating and sharing social media content is to build your practice's brand, grow your audience, and turn patients into advocates. Keep that in mind when choosing where to boost your social media presence.



We recommend that dental practices begin their paid social strategy with Facebook. It's where most people go to share their opinions and experiences with family and friends, it features robust paid social features, and it's suited to a wide variety of content types.

There are two ways to promote your practice on Facebook: boosting posts and creating ads. Both options have their own strengths, so let's take a closer look at each.

Boosting posts

Boosting a post is the easiest, fastest way to promote your practice on Facebook — and you can spend as much or as little as you want. The process is simple: choose one of your Facebook posts, set a promotion budget for it, and select the audience you would like to target. Over a period of time, Facebook will use that budget to display your post to the people in your target audience.

Audience targeting is where Facebook really shines. It's easy to utilize their vast database of demographic and behavioral information to get your ad seen by exactly the type of people you want, and get them to take action. Here are a few examples of how to match your ad targeting to your action goals:

1

To raise local awareness of your practice, target an audience **demographically similar** to your existing patient base in your community and surrounding cities. Exclude people who already like your practice's Facebook page.

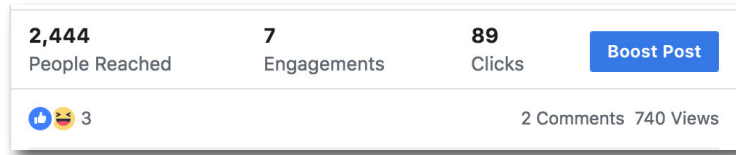
2

Promote special offers and reminders about the importance of regular dental care to your **existing patient base** (people who like your page) to have the best chance of getting them to set their next appointment.

3

You can target by **household income** to more effectively advertise dental savings plans and other accommodations you make for families on a tight budget.

Organic Reach

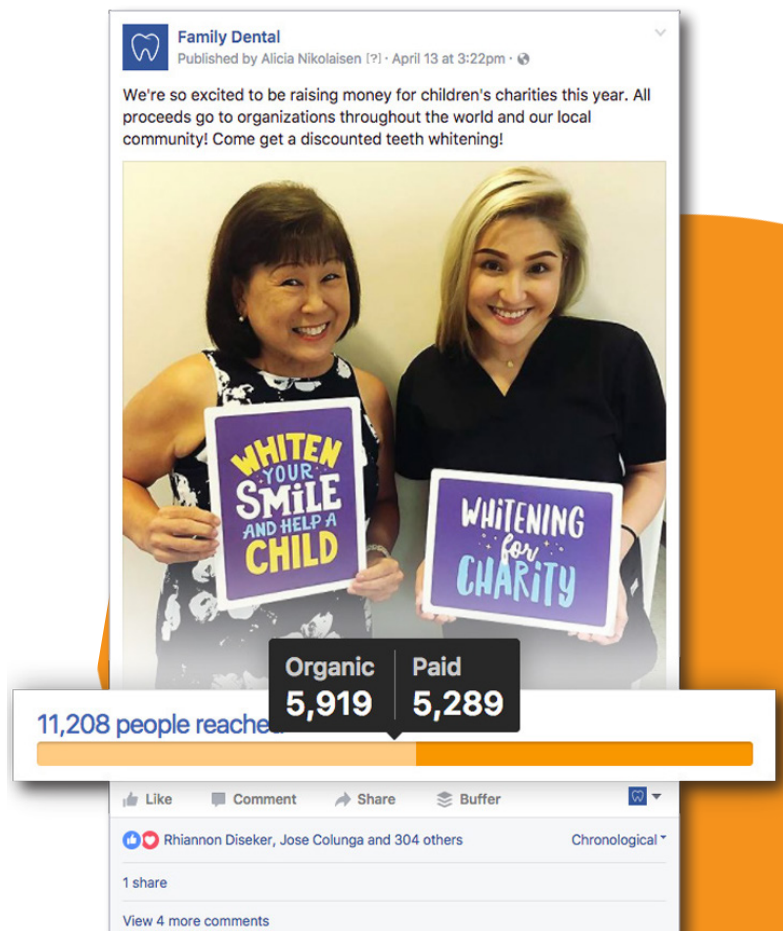


Paid Reach



Why is boosting so essential to an effective social media strategy? Boosting gets your content in front of more of the people that matter to you. With boosting, you can specify whether you would like amplified reach among your fans, fans and their friends, or an audience you specify by location, demographics, or interests.

Also, because any of your existing posts can be boosted, no additional content creation is required.



Creating a Facebook Ad

Although we recommend boosting because of the simplicity, creating an ad is also an option for promoting your practice on Facebook. On the desktop version of Facebook, ads appear in the sidebar with call-to-action buttons asking people to Like a page or visit a website.

In the same way as boosting, **ads increase your reach and visibility** among the people most likely to refer new patients or become new patients themselves. However, there are some key differences between ads and boosted posts:

- Depending on your budget, Facebook ads can have a much longer lifespan than a boosted post.
- Creating an ad requires custom graphics, text, and a page to click through to — you can't just create an ad out of an existing post.
- The process of creating an ad is much more complicated and time-consuming than boosting a post.

To do either of these options, you'll need a Facebook Ad Account.

[Learn how to set yours up here!](#)



What should my paid social budget be?

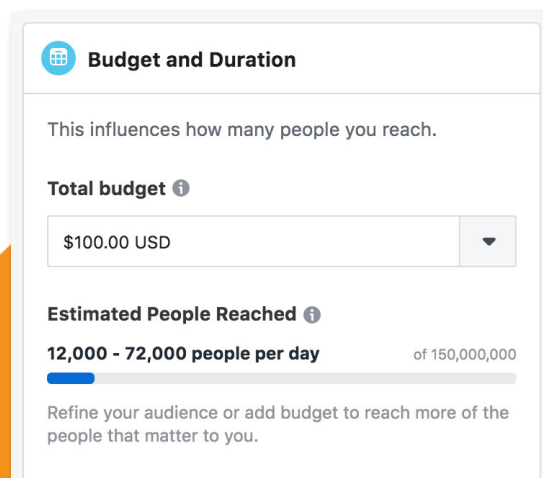
The short answer is this: if you're not investing in content promotion, hardly anyone is seeing your posts on social media.

But don't get discouraged — a boosting strategy can be made to fit any marketing budget, and one of your team members can easily manage it in just a few minutes per month. The great thing about social media ad spending is that there's no minimum — you can start as small as you want to get a feel for how effective it is, and decide how much you want to invest from there.

We recommend you begin by spending \$5 boosting your best posts on Facebook a couple of times each week. Increase your budget from there. Don't stop and don't give up.

On the other end of the budget spectrum, one of our clients with extensive training and online marketing experience spent \$5,000 in one month boosting posts that promoted an Invisalign campaign. It resulted in nearly 100 in-practice consultations that produced over \$250,000. As with all aspects of marketing, there's no "magic bullet" budget, and you must exercise some patience as you refine your promotional spending strategy.

When paired with share-worthy content, spending on social media promotion is the best bang for your advertising buck.



Budget and Duration

This influences how many people you reach.

Total budget ⓘ

\$100.00 USD

Estimated People Reached ⓘ

12,000 - 72,000 people per day of 150,000,000

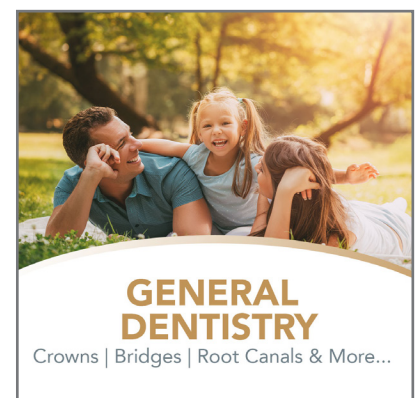
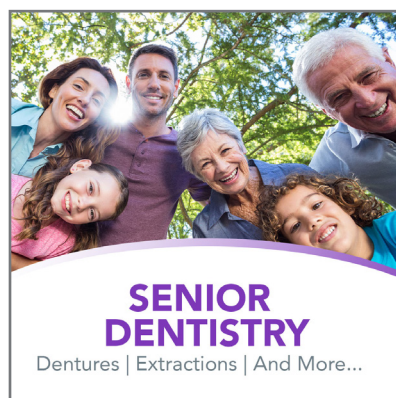
Refine your audience or add budget to reach more of the people that matter to you.

What is share-worthy content and how should I promote it?

Certain types of posts are more suitable for boosting than others. You should promote content that invites interaction from patients and fans, further increasing the post's reach among the people most likely to become new patients.

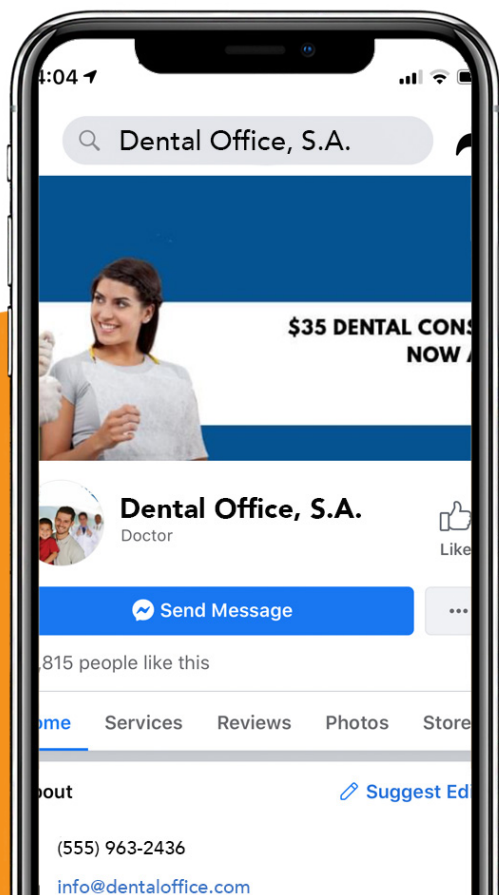
Boost posts that showcase your practice culture and encourage sharing.

These might be things like team photos, "Like Challenges," contests and giveaways, or charity campaigns. Videos from your practice are also ideal for boosting. Also, be careful when boosting images with text on them, as Facebook may limit their reach to help provide a better user experience.



Promote great content and grow your dental practice

The founders of Facebook burned through millions of dollars for years as they grew their platform to over a billion users. Now they have something of tremendous value to marketers. Facebook is a trusted, highly scalable, permission-based network, with emphasis on the word “trusted.”



Today, there's no better place than Facebook to market your dental practice by leveraging the people who love you most — your valued patients. And **the investment to reach them through promoted content is well worth the cost.**

Even if your page is starting with a small number of fans, make paid social a central part of your online marketing strategy. As you create share-worthy content and invest in its promotion, you'll build your online presence and create advocates for your practice. Start small and be consistent.

It's time to bring your practice's Facebook strategy up to date with the new pay-to-play reality of social media. Advertising on Facebook provides incredible opportunities to connect with the people that will allow your practice thrive, in ways that traditional advertising just can't match.

Easy & Effective Social Media Dental Marketing



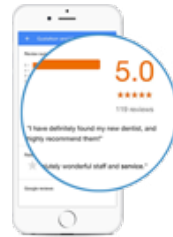
IPAD PHOTO BOOTH APP



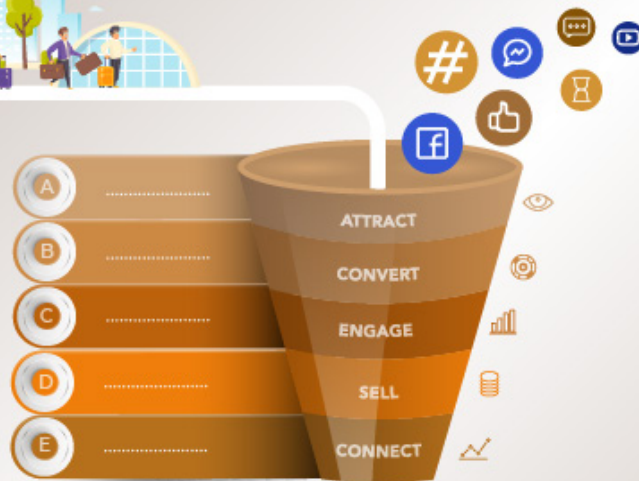
SOCIAL MEDIA PUBLISHER APP



MONTHLY PRINTED MATERIALS



ONLINE REVIEWS APP



Triforce Digital Marketing offers a comprehensive social media marketing solution for dental and orthodontic practices. With award-winning marketing content and client support, we show you step-by-step how to grow your practice with social media.

We take clients from “scouring the web for something to post” to creating their own valuable social media content that builds relationships and attracts new visitors. By offering complete training and tools, we provide solutions that enable you to team up with patients to market your practice.



READY TO ELEVATE YOUR DENTAL PRACTICE?

We work with you and your team to identify how to best target your audience across all social media platforms. You're able to work with us on hashtags, set your expected runtime and receive monthly reporting.

We look forward to working with you!



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