

FUNNEL BREAKDOWN

EXAMPLE FUNNEL – PAID ADS



Search > See Paid Ad >

ATTENTION (Active - High Intent) Buying Window

The ad caught my attention because from the POV of a buyer/patient dental implants are expensive treatments (USA Cost: \$1.5k-5k/per tooth) but they are playing a price game.

Attention grabbing elements:

- Cheap, discounted Price (\$2,699)
- The additional image of implant on corner
- Big AD with extra 2 sections
- Ranked on top
- AD Description says “20+ years of experience. Excels in the field of surgical implants placed” which builds trust in the dental office and the dentist plus increased belief in the idea/service they are offering.
- Excess of financing options which kills the sales objection. (Financing Options Our Payment Options Include Cash, Debit And Credit & More.)

Overall a great combination of offer and attention grabbing materials used.

The screenshot shows a Google search for "dental implants in newport beach". The search bar includes filters for "Open now", "Top rated", and "Wheelchair accessible entrance". The results are for "Newport Beach, CA, USA".

Sponsored Results:

- costa-mesa-ca-dentist.com**
https://www.costa-mesa-ca-dentist.com › dentalimplant › deal
\$2,699 Implant + Crown Deal - Costa Mesa CA Dentist
Over 20+ Years Experience. Excels In The Fields Of Surgical **Implant** Placed. Call Us Today! \$2,699 **Implant** + Crown Deal Includes **Implant**, Abutment & Porcelain Crown in Costa Mesa. Highlights: On...
[Financing Options](#)
Our Payment Options Include Cash, Debit And Credit & More.
[Contact Us](#)
Submit the Required Details To Get Your Queries Answered.
- losalamitosdentalcare.com**
https://www.losalamitosdentalcare.com
Dental Implants | Smile Makeover | Love Your Smile Today
Our Practice Offers Early Morning, Late Evening, & Saturday Hours For Your Busy Schedule. We Are A Highly Qualified **Dental** Team That Is Committed To Your Complete Oral Health.
- restorationdentaloc.com**
https://www.restorationdentaloc.com
#1 Dental Implant in Orange CA - Transform Your Smile To...
Get a new smile with quality **dental implants** in Orange CA by Dr. Ronald Pham DDS.

Search > See Paid Ad > Visit Landing Page > Book Appointment (CTA)

The screenshot shows the BriteCleanSmiles website. The header includes the logo, address (488 E. 17th Street Suite A - 101, Costa Mesa, CA 92627), phone number ((909) 916-0209), and a 'BOOK APPOINTMENT' button. The navigation menu lists: HOME, ABOUT US, IMPLANTS, COSMETIC, GENERAL, TESTIMONIALS, GALLERY, and CONTACT US. The main content area features a large 'Dental Implant' heading with a price of '\$2,699'. A red vertical button on the left says 'TEXT US 24/7'. The 'Includes:' section lists: Implant, Abutment, and Porcelain-fused-to-metal crown (not zirconia). It also mentions '0% 12 Month Financing Available' and 'Free Initial Consultation (\$150* Value)'. A note states '*Conditions Apply'. At the bottom are two buttons: 'REQUEST APPOINTMENT' and 'SAVE OFFER FOR LATER'. On the right, there is a 3D illustration of a dental implant being placed into a jaw model, a small accessibility icon, and a live chat bot profile picture.

- Aesthetic, clean and to the point image and website first impression, giving calm vibes
- **ATTENTION:** getting it with big cheap price number & **increases their desire**
- Further including what they get **increases their desire** including the 0% financing plus specially the Free Initial Consultation (\$150* Value)
- **CTA** (Request Appointment, Text us 24/7, direct call option)
- Live chat bot increases the retention of attention span and increases the conversion rate by clearing their doubts and objections with ease and availability.


GREAT MOVE NOTICED: And those who want to do the procedure but sometimes later, they are getting their contact info to secure future appointments by adding a CTA of SAVE OFFER FOR LATER which gives a lead form popup with a persuasive copy to give them the info exchange for securing the offer for later.

The screenshot shows a lead form titled 'Extend Offer'. The text reads: 'If you want to complete this procedure but need a little bit longer to make the appointment, we will gladly extend your offer until you are able to do so. Please complete the form below so we can be in touch with you and reserve this special offer for you.' The form includes input fields for 'Full Name', 'Phone', and 'Email'. Below these is a checkbox labeled 'I agree to receive sms and email regarding this special offer'. To the right of the form is a large text area labeled 'Message'. At the bottom right is a green 'SUBMIT' button. Below the submit button is a privacy policy statement: 'Privacy Policy: We hate SPAM and promise to keep your email address safe. Please call us at (909) 916-0209 if you have any problems with the form.'






This is a great move to secure future sales which aren't ready now by getting leads interested in a specific offer they want to buy later, they'll use the leads to follow up and get them to book appointments in future. Great Strategy never seen before.

WHY CHOOSE

Brite Clean Smiles?



A HIGHLY SKILLED & COMPASSIONATE
DEVOTED TO THE NEEDS OF EACH PATIENT

-  20+ Years Clinical Experience in General & Cosmetic Dentistry
-  Extensive Advance Post-Graduate Training In And Excels In The Fields Of:
 - Surgical Implant Placement
 - 6000+ Implants Placed
 - Noble Biocare Implant Course
 - Full Mouth Reconstruction
 - Invisalign® ELITE Provider
 - 700+ Invisalign® Cases Completed
 - General & Cosmetic Dentistry
-  On-Staff Orthodontist
 - Skilled in All Phases of Orthodontic Care
 - UNLV School of Orthodontics and Dentofacial Orthopedics
 - Premier Invisalign® Provider
-  State-of-the-Art Technology for Highest Quality Dental Care and Optimum Patient Comfort
-  Cutting-Edge Cone Beam 3D CT Scanner for Superior Image Accuracy

OFFER ENDS SOON 06 20 51
HH MM SS

Dental Implant
\$2,699

REQUEST APPOINTMENT SAVE OFFER FOR LATER


Further perfectly used some persuasive elements giving them a reason for getting the treatment done from their practice - **Increasing the levers of belief in idea/services, desire and trust in them.**

MOVE NOTICED: They used a fixed timer attached with an offer plus CTA to build urgency & scarcity to make them book an appointment as fast as possible.


Testimonial dump:

WHAT PEOPLE SAY


Testimonials



< >

 Greg White
★★★★★

This place is the best. Dr. Mike is fantastic and does outstanding quality work. All the rest of the staff are great also, from assistant Felix to office manager Debbie. I Highly recommend.

 Sadia Naqvi
★★★★★

I have had visits at both of Dr. Mike's locations and he is always great! His staff at both locations are excellent. I honestly have never had a better dentist and staff than Dr. Mike and his team.

VIEW MORE

To increase the potential patient's trust in them. Pulling the 3rd lever up.

FURTHER INCREASING THE BELIEF IN IDEA/SERVICES with effective persuasion & convincing plus increasing their desire with why this is the best solution to their problem:



Dental Implants

You've lost a tooth, or perhaps several. Chewing is difficult and smiling, well it's too embarrassing. There is no question that the quality of your life has changed.

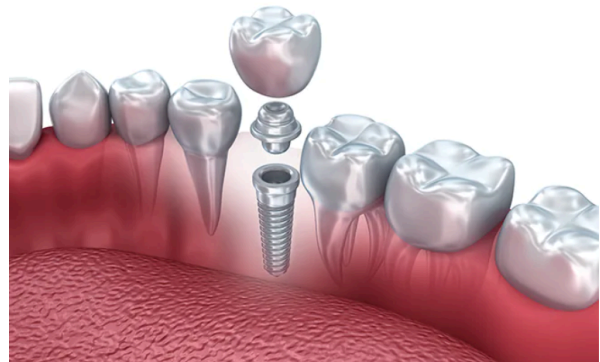
Dental implants are the solution to renewing your smile, your chewing ability and quite frankly your quality of life.

WHAT IS A Dental Implant?

A dental implant is a small titanium screw that serves as the replacement for the root portion of a missing natural tooth. Dental implants can be placed in either the upper or lower jaws.

Due to the biocompatible properties of titanium, a dental implant fuses with the bone and becomes a good anchor for the replacement tooth. Dental implants can be used in solutions for replacing single or multiple missing teeth.

Many people who consider implants have removable, conventional dentures for lower and upper jaws, or have removable bridges. These people experience a significant improvement in their ability to chew food comfortably after their dental implant treatment.

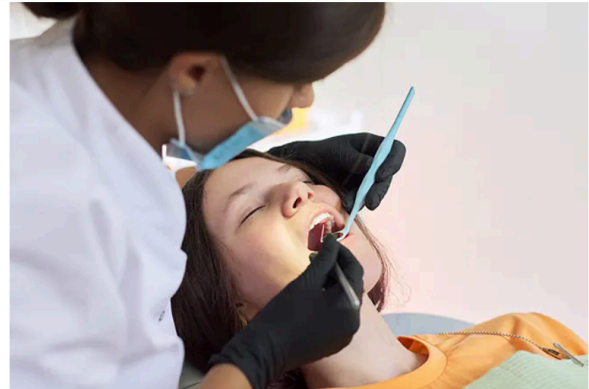


REASONS TO CONSIDER Dental Implant

When both the tooth and root are damaged, the best permanent replacement is a dental implant in conjunction with a ceramic crown. This solution both looks and functions just like a natural tooth.

THE DENTAL IMPLANT Procedure

The implant team usually includes either a periodontist or an oral and maxillofacial surgeon who implants the posts into the patient's mouth, and a prosthodontist or general dentist who designs and fits the replacement teeth or permanent bridge. Dr. Dental Doctor will implant, design and fit the replacement teeth or do restorative work on faulty crowns all in one office.

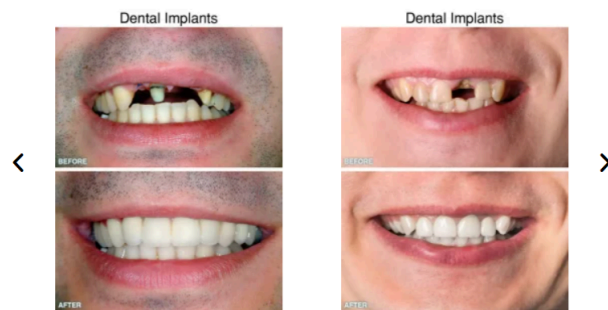


At the first appointment, we use 3D Cone Beam Imaging to determine if the jaw bone is adequate to hold the titanium posts.

With each step they click it gives a summary of the overall procedure from their current painful state to their desired state.

BEFORE AFTER CASE IMAGES TO INCREASE TRUST IN COMPANY AND BELIEF IN THE SERVICES THEY ARE OFFERING: Which directly amplifies their desire to get there as well as amplifying their pain:

Before & After



Tackling their objections to increase their desire and trust in the company.



IS OLD AGE A Problem ?

Occasionally, older patients express concern that their age may prevent them from enjoying the benefits of dental implants. However, health is more of a determining factor than age. If you're healthy enough to have a tooth extracted, you're probably healthy enough to receive dental implants. Certain chronic diseases may contraindicate dental implant treatment. The dentist will determine if you are a candidate for dental implants after a careful evaluation of your dental and health history.

This section of the copy focuses on increasing their desire and gives a CTA:

HOW WILL DENTAL IMPLANTS Affect My Life ?

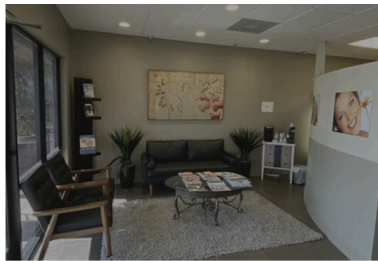
Dental implant-supported replacement teeth look, feel and function like natural teeth. This means that you can eat and drink whatever you choose. But most importantly, dental implants improve quality of life in a very concrete way. People who have felt embarrassed and worried because of their tooth problems are often overwhelmed by what new permanent teeth can do for their self-esteem.

Contact us today to schedule an appointment with our office if you are considering dental implants.



Giving them a pre visit experience of the office to increase their trust:

Office Gallery



[VIEW MORE](#)

ATLAST A BIG DEDICATED SECTION FOR CTA:

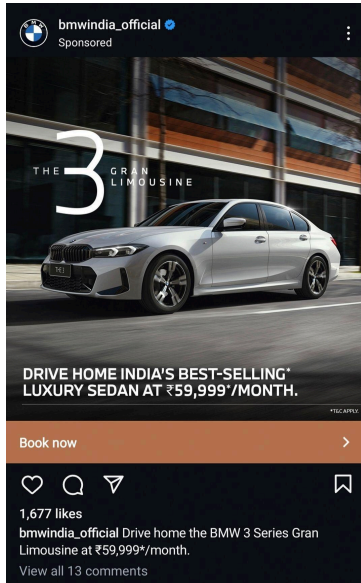
GET IN TOUCH FOR YOUR
BEST ORAL HEALTH SOLUTION

Schedule Your Consultation Now

[BOOK ONLINE](#)

[CALL US](#)

Overall they used quality and relatable engaging images and soft relaxing colors which gave smooth experience and made the copy more persuasive and easy to read.



Example #2

I was looking for Luxury cars under \$135k on Google.

Note: Google and FB share data with each other. Snapshot attached of the source.

So Instagram began to advertise me many luxury cars like BMW, Merc, Jaguar, Land Rover.

ATTENTION: This BMW caught my attention because of the aesthetic quality image of the car and it said in the ad that "Drive home India's best selling luxury sedan at just 59k-inr/m"

It piqued my interest and I clicked on "Book NOW" (CTA)

It lead me landing page, it was very simple, it dangled a bait in front of me which is "Book A Test Drive" for info exchange, which almost other landing pages didn't, SUBMIT "CTA"

That test drive would have given me the experience of the product, and there would a salesman who would further persuade me to buy it, and even I didn't show up for the test drive and buy the product they could easily follow me up with emails, phone call, and text to further persuade to take the test drive > Buy the car.

Data is collected from various sources, including search engines like Google, to enable the platform to personalize content and advertisements. Facebook utilizes clickstream data, search data, purchase data, and profile data to understand user preferences. 6 Jun 2023

<https://elitedigitalmarketing.ca> > seo

How Does Facebook Know What I Searched On Google

? About featured snippets

Feedback