

<https://medidenta.co.uk/dental-hygiene-offer/> - Website

Google ads strategy - Target 2 keywords
-Target demographic on location in a close radius.

'Teeth-cleaning'
'Dental hygienist'

I've copied this ad strategy from one of the copy domination calls from a G who was in a similar situation. They also had a small budget of £400 so what he did was to target one or two key words to avoid spreading his budget too thin. Andrew agreed with this approach so I used it too.

Budget £400
Budget spent so far £180

10th-20th August - focused on max clicks

Cost ▼	Clicks	CTR ▼	Conversions ▼
£163	131	7.32%	1.00

20th August - 26th August - focused on maximum conversions

Cost ▼	Clicks	CTR ▼	Conversions ▼
£51.26	34	13.03%	1.00

As you can see ever since I've switched from focus on clicks to maximize conversion options the CTR jumped to 13.03 Don't know if there's something in that or just speculation. But I've noticed there's less total clicks.

Metrics from start date to TODAY

Cost ▼ £210	Clicks 163	CTR ▼ 7.98%	Conversions ▼ 2.00
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Price of package - £120 - poor ROAS

Ad spent so far £210

Sales made - £120 * 2 = £240

Our ROAS should ideally be 3-4X more than each £1 invested.

Winners writer's process

Who are we speaking to?

Avatar - Lisa

Aged 43

Solution - preventative-care - Product/offer - Hygiene services that include hygiene-deep cleaning, x-rays scans and cancer screening.

This is a special limited time offer. Combining both oral cancer screening and hygiene deep-cleaning. The intended service the avatar is looking for is full-hygiene deep cleaning and washing for their gums to clean out the gunk and dirt in their mouth. But they'll also be given screening and testing as a bonus.

Where are they now?

-Awareness level 3 - Know about dentists, know about hygienist services but not aware of us. We need to take them to stage 4 using the elements I just discussed

Sophistication - 3.5. For this specific section of the market I'd say ¾. They're not completely tired of the claims, they know getting a hygienist works but we still need to explain why we're different. I'll be including a niche-down play.

They are actively looking for a dentist that provides an exceptional teeth-cleaning service. Since it's on google our audience are high-intent who want to buy now.

Where are they now?

Pain 4/10

Desire 2/10

Trust 2/10

- Actively looking for a full hygienist visit to get their teeth on Google
- We're looking to optimize the website which then we'll be running google ads to that page.
- Worried about potential dental activities, pain and future issues that can make their oral health worse
- They don't like the way their teeth look. They have dull and stained teeth which puts their confidence down and makes them embarrassed to smile
- Some of our audience have the symptoms of different dental problems which they've noticed.
- We'll mention these to resonate with them. We'll be hinting the fact that they need to take action now
- They don't like the way their teeth look. They have dull and stained teeth which puts their confidence down and makes them embarrassed to smile

Objections

- Does it hurt?
- Any side-effects?
- How long does it take?
- What if my teeth are sensitive?

Where are they trying to go?

- They want fresher, odorless breath that is clean and they can feel good about
- They want to preserve the quality of life knowing they don't have to deal with complications and irreversible dental damage-
- They don't want the problem of dealing with painful issues that stem from neglecting their oral-health
- They want to feel clean, have a brighter smile. One that they can be proud of and not it stinking when speaking to people
- They want clear-actionable to steps for improving their dental oral hygiene and oral health

What are the steps needed to get there?

- Search 'teeth-cleaning' or 'dental hygienist'***
- See our google ad, click on it***

- Consume our sales page (or at least skim through)
- Click on our CTA to book an appointment

What do they need to feel/experience?

- Our google ad copy should catch their attention through our comprehensive offer - Show them the opportunity to save big with bonuses.
- Highlight their pain i.e stained teeth
- Grab attention using an AI picture that reflects our target avatar (smiling/happy etc)
- Sales page needs to be slick, clean and easily-navigated.
- Need to grab their attention with the headline - Peak their interest and then get them to scroll down the page.
- Show them the opportunity/exactly what's in the offer.
- They need to know why we are different (Why choose us page)
- We need to amplify the pain by showing them the consequences of not taking action today rather than late
- They need to feel like the process of treatment is as simple, easy and smooth, since most people don't enjoy dental visits.
- Handling their biggest worries, fears and objections
- Explaining what they should exactly expect in 3 steps. I'd then sell the dream-outcome and outcome with mini-fascinations.
- Include urgency so they act today rather than late
- Use social-proof and authority factors

Google ad copy, descriptions & headlines

Headline space (6/15)

- 1) Top Dental Hygienist
- 2) Hygienist Near Me - Book Now
- 3) Private Hygienist Near Me
- 4) Special Teeth Cleaning Package
- 5) Dental Hygiene Offer

Descriptions (4/4 space used)

- 1) Get £50 Off Our Comprehensive Hygienist Deal. Checkup, Hygiene Cleaning & Cancer Screening
- 2) Gain a spotless smile & peace of mind with dental cleaning & cancer screening. August Deal
- 3) Looking for a Dental Hygienist in Welling? Book Now & Save £50 on Our Exclusive Package
- 4) Unhappy with stained teeth? Glow up your smile with our full hygiene care package. (Promo)

Website copy/sales page

Limited Time Offer
(August Special)

Feel Better About a Healthier & Whiter Smile With
Your
Full Hygiene Care & Full Examination Including
Cancer Screening

(Book today and save £50!)

Your one-time offer includes...

Full cleaning, scale & polish (***Valued at £80***)

+

Oral assessment, cancer screening & X-ray
screening (***Valued at £90***)

~~Total normal price: £170~~

Special Price: £120

***Eliminate tough stains, brighten your smile's
glow and prevent oral problems through
preventative care***

Please note – This offer will only last till 31st August, but don't wait! We can only provide this service to a select few patients as it's only our hygienist who specializes in this area. So book now to avoid disappointment.

Book a visit

Did you know?

Did you know more than 50% of UK adults are affected by gum-disease at some point in their life? In some cases, those who ignore their oral-health are at greater risk from suffering tooth loss, decay or even cancer.

Preventative care is your shield against these problems. Invest in your oral health now for a healthier and pain-free future.



3 steps for a healthier, whiter & stainless smile

Your complete hygiene plan in only 60 minutes...

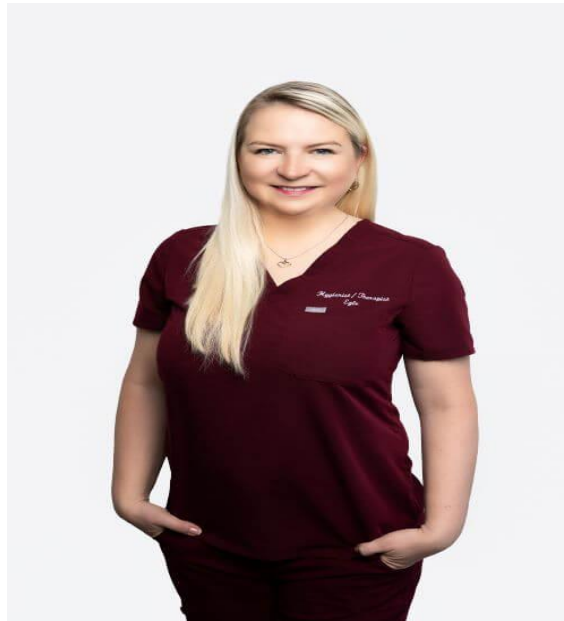
Step 1) Oral Hygiene Assessment – We'll carry out the basic checkups to understand your oral health.

Step 2) Hygiene Cleaning – We'll thoroughly remove plaque and tartar leaving you with a polished and fresher mouth.

Step 3) Dental X-ray and Oral cancer screening – We'll use x-rays to detect potential cavities. Then we'll be carrying out visual and physical exam screens for early signs of issues, ensuring your peace of mind. (Scroll down to FAQs for more info)

Dental hygienist performs the procedure with the help of an ultrasonic scaler, manual scaling instruments (if needed) and polishing paste to clean the teeth. Thereafter you will be shown techniques on how to keep your teeth clean, using the best brushing techniques and most suitable products.

For best results we propose to try air abrasion system. This cleaning system uses compressed air and small sand-like granules which can go to the narrowest places where scaler can't reach. It gives extra polish to your teeth.



Meet your Hygienist Egle Dovidaitiene

Worried about treatment due to previous experiences?

Don't worry! Our hygienist always aims to create a calm & relaxed atmosphere for her patients. Making you feel safe is one of the ways we provide an exceptional service.

What to expect once you've finished?

- A fresh clean mouth free from dull stains and bad breath
- Assurance that your dental health is managed reducing the risk of future problems
- A beautiful white glowing smile that can be maintained in months to come
- Exact steps to protect your oral-health & hygiene long-term.

BOOK A VISIT

**Suffering from any of these symptoms?
Don't ignore it. Get yourself checked in case
they become serious.**

- Changes in bite
- Sores or ulcers
- Persistent bad breath
- Loose teeth
- Receding gums
- Sensitivity to hot or cold
- Gum inflammation
- Bleeding gums

Your common questions answered (FAQS)

“Is hygiene cleaning painful?”

Whether you experience discomfort or not depends on the calculus in your teeth. But rest assured, we use special techniques to numb this discomfort, ensuring you feel minimal pain. Most of our procedures are designed to be smooth and comfortable, prioritizing your safety.

“How long will the procedure take?”

The full process of treatment lasts about 60 minutes. This includes the cleaning, examination, and any additional screenings such as X-rays or oral cancer checks.

“What if I have a dental phobia?”

We understand that previous experiences can lead to fear about visiting the dentist, which is completely normal. One of the ways we help our patients feel safe during the cleaning process is by asking them if they are okay. We also tell you what to expect and address any concerns you may have upfront. Our goal is to make your visit as comfortable as possible while ensuring you get the care you need.

“Any side effects?”

You may experience slight sensitivity, but this should be temporary. We’ll guide you on how to care for your teeth post-visit to ensure a smooth recovery.

“What if I want a hygiene checkup clean without the cancer-screening/x-rays?”

We offer flexible options to suit your needs. Please contact us to discuss your preferences and we’ll tailor a treatment plan for you.

“What’s the process of cancer screening?”

Cancer screening involves a thorough examination of the oral cavity to detect any signs of oral cancer or precancerous conditions. The dentist looks for abnormalities such as lumps, sores, or discolored tissues, and may also feel for any unusual lumps in the neck or oral tissues.

Question

My question is what do I do in this situation with the limited ad budget I have left?

The bad news is this offer expires in about 7 days. Not sure if I can pull off some type of a result unless the copy itself just isn’t good enough. After the offer ends we have to remove the sales page.

Not trying to be pessimistic, but let’s say if the project falls through completely, what do I say to

my client?

Had a hygiene clean here by Egle (the hygienist/therapist) and was really happy with the results! She was really caring and friendly knowing I hadn't been to the dentist in a long time and was feeling anxious. Would definitely recommend to others :) - Rayleigh

Excellent service, always calm and relaxing experience making me feel at ease when prior I'd been nervous. I would highly recommend this practice! Very happy indeed. - Aurima

"My first time at this dentist was great—clean, friendly, and very professional. Definitely going back. Worthy of 5 stars. I came out as a very happy lady!" - Yvette

Here's a more polished version of your steps:

Step 1: Comprehensive Oral Hygiene Assessment

We'll begin with a thorough oral hygiene assessment to understand your current oral health status. This basic checkup includes an in-depth examination of your teeth and gums to identify any potential issues, such as cavities, gum disease, or other oral health concerns.

Step 2: Professional Cleaning

Our dental hygienist will use an ultrasonic scaler to efficiently remove plaque and tartar, followed by manual scaling instruments for any areas needing extra attention. Afterward, your teeth will be polished with a specialized paste, leaving them shiny and clean.

Step 3: Dental X-ray and Oral Cancer Screening

Finally, we'll take dental x-rays to detect any hidden cavities or issues not visible during the initial assessment. Additionally, we'll conduct a visual and physical exam to screen for early

signs of oral cancer and other potential problems, ensuring your peace of mind. (Scroll down to FAQs for more information).

Feel Better About a Healthier & Whiter Smile With Your
Full Hygiene Care & Full Examination Including Cancer Screening

Superb dentist. My wife and I went for a checkup and scaling/polish on the weekend and was really impressed. Lovely waiting area, nice staff, and modern equipment. Well worth the money and reasonably priced. Will be back in 6 months time for sure.

Please note – This offer will only last till 31st August, but don't wait! We can only provide this service to a select few patients as it's only our hygienist who specialises in this area. So book now to avoid disappointment.

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- Full Cleaning, Scale & Polish (Worth £80): Enjoy a thorough cleaning that leaves your teeth sparkling and your gums healthy.
- Oral Assessment, X-Rays & Cancer Screening (Worth £90): Detect potential issues early with a complete examination by our experienced team.
- FREE Take-Home Oral Care Kit (Worth £10): Continue your care at home with a kit that includes everything you need to maintain your bright smile.
- FREE Family & Friends Discount Voucher (Worth £25): Share the love and give a friend or family member a discount on their first visit.
- Customized Oral Care Plan (Worth £20): Receive a personalized plan tailored to your specific oral health needs.
- FREE Whitening Toothpaste Sample (Worth £5): Try out a sample of our top-recommended whitening toothpaste to keep your smile bright between visits.