

Dentist in Havant | Parkway Dental care

What is the goal of this whole project?

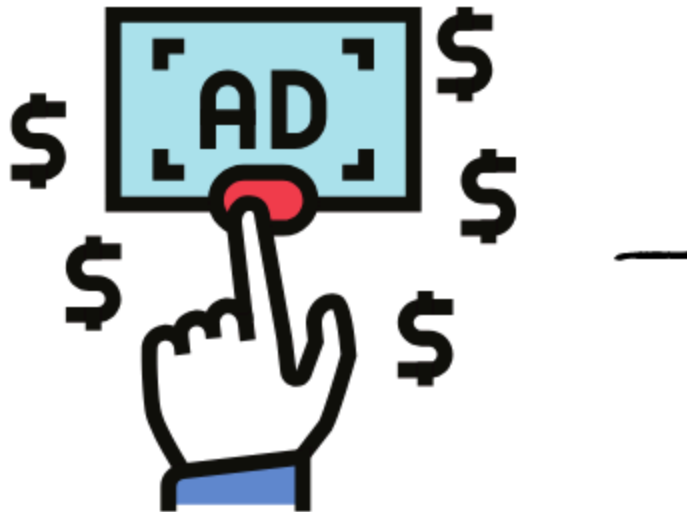
About the dentist, they offer complex ops fillings etc and also teeth whitening services

Do they need help with gaining attention or monetizing attention? Attention+monotizing attention

What are they not doing which top players are? Facebook ads and free lead magnet

What form of copy am I writing? Email marketing, Instagram ads, organic content etc?
Facebook ads in for lead-Email marketing

Level 2



If we send them
an ad on FB, we'd
want that ad to
call out their
existing problem
and then tease the
solution

Level 2 -> Level 4



Then on the sales page we could show how the solution solves their problem, and then offer our product, taking them from Level 2 all the way to Level 4

Dic?Pas?Hso? Will use all of them throughout the project

Cold or warm traffic? Mainly cold traffic about 94% cold

How am I going to grab their attention?

How am I going to keep their attention and create the experience they need to experience?

come back to this when done-

What kind of people are we talking to?

- Men or Women? Both (majority women) Will segment these with the emails Bit difficult with Facebook ads+opt in
- Approximate Age range? People viewing it will be 18-50
- Occupation? Wealthier people as private dentists and do not go to (idk what they would call it) I guess mainstream dentists
- Income level? 40£-100£ upwards
- Geographical location? Uk

Painful Current State

- What are they afraid of? The dentist judges their teeth, wait too long to get looked at by the dentist don't want their face to swell up after the filling etc they end up feeling anxious at the dentist not getting the results they want from the opp pain from after the opp, the aftermath of taking action

- What are they angry about? Pains they are facing with their mouth, Their fear and nervousness to visit the dentist to fix their pains/ugly teeth

Who are they angry at? Theirself+their old dentist or current

- What are their top daily frustrations? Pains, their teeth, the fact they're yellow/black and they look ugly with pains when eating food they get pains now and then Their smile

- What are they embarrassed about? Their yellow holey ugly teeth, gaps in their teeth. Their smile

- How does dealing with their problems make them feel about themselves? Angry, upset, in pain, scared, hopeless just everything they try their self doesn't seem to work so they have almost given up

- What do other people in their world think about them as a result of these problems? They shouldn't have let it get to that stage, and should just go to the dentist they look at them as almost a pussy and they should go get it sorted before it gets worse

- What would they say if they were to describe their problems and frustrations to a friend over

dinner? I can't seem to shift this pain in my mouth or I can't seem to whiten my teeth no matter what I try, i just want to have a nice smile with pearly whites without any pain

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look and feel like? Have their pain go away and be able to eat without any pains be able to sleep perfectly cause of the relief and their teeth be straight, white

- Who do they want to impress? Their family/friends (status in their tribe etc)- can play on the chance of mating possibly in the emails to the men

- How would they feel about themselves if they were living in their dream state? They would feel more confident, no pain in their mouth, proud

- What do they secretly desire most? People with nice straight white teeth without any mouth problems, appearance

- What would they say if they were to describe their dreams and desires to a friend over dinner? I feel so much more confident in myself I love smiling now and I feel better looking

- What would they want their experience to feel like from changing from their current state to their dream state? A nice effortless, welcoming, friendly, professional service with pain-free and after not experiencing bad aftereffects face swelling pains etc

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? That is their fate, They can't change their teeth now Their dentist gave them the wrong product and advice

- Who do they blame for their current problems and frustrations? Their dentist and subconsciously their self

- Have they tried to solve the problem before and failed? Yes

Why do they think they failed in the past? Wrong advice or lack of discipline to what they got told

- How do they evaluate and decide if a solution is going to work or not? If it's worked for other humans people they know or who are like them

- What figures or brands in the space do they respect and why? People who have white teeth
- What character traits do they value in themselves and others? A risk taker, resilient person positive person
- What character traits do they despise in themselves and others? Laziness, and negativity

Questions about the problem

1. What is stopping them from achieving what they want independently? Lack of knowledge of their roadblock not allowing them to solve their pains
2. What mistakes do they make consciously or unconsciously that deprive them of their desired state? Not visiting the dentist due to fear of it going wrong pain not being a nice environment for them etc
3. What do people who have achieved their dream state do differently from those who are stuck in the current state? Visit the dentist and follow what the dentist tells them to do (the dentist plans check-ups etc)

The roadblock-Lack of understanding about their mouth care its come to the point where it's out of their control to take action due to their poor treatment of their mouth

The solution-Visit a dentist and get the check-ups and operations they need and follow the action steps provided by the dentist

The mechanism-Having an experienced Dentist who has been in the industry for years who is comforting, caring, polite etc to look after their mouth and to get the correct advice from

Sophistication stage

Stage 5 most dentists offer the same services the key for the dentist is the experience and building credibility with the time the dentist has had

Going for an experience play

Experience

Take the “concierge” approach, tailor each part of the user experience to minimize friction, add pleasantness, and take care of personalized needs. Pamper the customer

Example - High end gym with personal trainers, no lines at machines and all creature comforts

Awareness level

Level 4 awareness product aware solution aware



4 Questions

1. Who am I talking to? Majority of women aged 18-50
2. Where are they now? At home complain about their mouth pain or yellow/black teeth

What are they thinking? I wish there was a way I could just instantly get rid of this pain other than painkillers

Where are they in the funnel? 94% cold traffic

3. Where do I want them to go? I want them to land on my opt-in page to open my emails and land on a booking landing page

What action do I want them to take by the end of the copy? Click the link from the Facebook ad and opt-in for the free lead magnet toothpaste or something

4. What steps do I need to take them through to get from where they are to where I want them to be? Increase the urgency needed to fix their problem after they opt-in for their free lead magnet to instantly assist their problem then later book an appointment (check-up) + increase their curiosity for the solution to their problem maybe amplify their dream state to+ for the eventual landing page for the appointment can add in a close showing their pain or future if they don't/do take action

Objections

Too expensive- worth it compared to others with how much value you get and how important it is

Takes too long- a quick service in the dentist's no more than 20 minutes waiting or 50% of

Don't enjoy it there express how friendly and welcoming professional it is there with testimonials etc

It is too complex the things which happen may not want to deal with the complexity, the dentist will do it all you don't need to worry about anything

It's scary how complex the operations etc can be they are made simple the way they are explained so you can digest it better

Extras for their comfort

They would like the staff to be chatty and comforting, professionally treated with respect, and caring, They don't want to do anything

Anatomy of a profitable ad

- 1 put your ads in front of the right people targeting who u reach out to where they consuming stuff pick the social media platform use ideal customers and where they are hanging out online
- 2 stop their scroll to catch their attention
- 3 Trigger their desire or fear
- 4 match their level of sophistication/awareness
- 5 trigger curiosity
- 6 trigger trust, other emotions, etc
- 7 drive the click (make them click on the link easy direction)
- 8 make it clear what I'm providing them with and what I want them to do

Facebook ad 1- Invisalign free offer and after the 10 spaces a free consultant

Turn your yellow teeth into beaming pearly whites. For the first time, we are offering **free** Invisalign (worth 2000£)! Only limited to the first 10 new patients.

See how Invisalign will transform your gappy yellow teeth into straight gleaming white teeth. Starting with Invisalign is pain-free, almost effortless and discreet!

Here's how Ami's(28) Invisalign changed her mouth



[To transform your smile today click here](#)

Self-analysis: I think that this is a solid ad it amps the pain and the before and after build credibility and trust amps the pain and desire of their teeth now and then what happens after I feel like I could probably improve it not sure how would like your g's inputs the word gappy may be too extreme The testimonial relates to the target market to going to make at least 3-4 more urgency to take action as it's only 10 people to do this

The add amps pain and desire and enhances urgency and reward after taking action

And catches attention decently well and resonates with the target audience well

Different variation for facebook ad 1

Opt-in page

See what Invisalign can do for you

Feel confident and
love your smile



Why chose Invisalign

- ✓ convenient
- ✓ Pain-free
- ✓ Comfortable
- ✓ NHS Approved
- ✓ guaranteed and effective results

Here's Sasha 1 year
after using our Invisalign



Get your free Invisalign
book now

Only 10 spaces
Claim yours today

Your Name



Your Gender



Your email



Your phone number (optional)



From submitting you will receive a
email/text message including a
filter to see what your teeth will
look like after 6 months and a
option to book a appointment

It is all the same and all connected with the same contrast of blue as the buttons just the way I screenshotted it

Self-analysis: For my second landing page I think that it stacks value with the bullet points enhancing some of their fears and building trust more proof keeping it sleek and simple not too sure what to do to add to it any more experienced people's comments will be appreciated g's

Facebook ad 2- the goal of the ad is to get them to opt in for a free dental consultation to fix their tooth pains

Suffering from Tooth Pain? We can help!

Imagine being comfortably seated on your sofa, enjoying your favourite show and snacks when suddenly, excruciating tooth pain strikes. Don't let this happen again!

BRAND LOGO

FREE
TOOTH ACHE
EXAMINATION



For our first 10 patients, we're offering a FREE toothache examination. Experience the relief of enjoying your favourite foods and shows without pain.

[Book your appointment and be pain-free within 5-10 minutes](#)

Self analysis:

Different variations for this ad

75% of people think toothache is normal. But a “normal” toothache can lead to serious infections like Osteomyelitis. Get your toothache checked now before it develops into something way worse like Osteomyelitis requiring surgery.

BRAND LOGO

FREE
TOOTH ACHE
EXAMINATION



Get your **Free**, comfortable and welcoming examination today and get booked within 5-10 mins. Only 10 more free spaces are available. Book today!

Self analysis:

Opt-in page for this ad

Facebook ad 3 free checkup

Your oral health is important to us! Experiencing Pain in your mouth, you should get it checked out.

A study shows that most small pains in mouths people just brush off, end up leading to severe problems like **gingivitis**, resulting in both pain and expense



Avoid these problems by attending free, comfortable, simple and welcoming check-ups.

Book your check-up now
MORE

LEARN

Facebook ad 4 free trial of their teeth whitening tools- to then get them to opt in and possibly buy a product

Get a brighter smile in just 10 days completely **FREE** (worth £500) for the first 10 people who click the link. Come give us a visit and transform your stained yellow teeth into beaming pearly whites.



Don't miss out! Get your pearly whites today
Limited spaces remaining

Email's- welcome sequence

Email ideas

- I. Educational content(why they should floss their teeth etc)
- II. Successes stories of patients using services before and after(build trust)
- III. Upsell email for another service
- IV. Tips for things they do eg brushing teeth ties into the educational content
- V. promotion's + deal's + sales