

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dentist

Business Objective: Attention/Drive more people to the website

Funnel: Paid Ads / Meta

WINNER'S WRITING PROCESS

1. Who am I talking to?

- 1) More high-income individuals who can afford private dentist care and may even be dissatisfied or have a negative experience with a public one.
- 2) Middle aged adults (30-50) that may need more complex dental treatments, such as crowns, bridges, implants, or orthodontic work
- 3) interested in improving the aesthetics of their smile, including teeth whitening, veneers, bonding, and invisible braces - these can be young adults too (20-30)

2. Where are they now?

- 1) Scrolling through Facebook
- 2) Current Levels

- Pain/Desire - 4/10 some could be experiencing some pain or may want to improve the look of their teeth. But since they are scrolling on Facebook these two are not that high on the list.
 - Belief - 8/10 has to be quite high since everyone knows that dentists can easily fix your teeth or the look of them
 - Trust - 2/10 Just and ad they saw while scrolling around Facebook
- 3) Current state
- a) Dissatisfaction - could be because of lack of personalized service, long wait times, or the impersonal nature of larger clinics
 - b) Concerned
 - c) Frustrated with their current appearance
 - d) Anxiety
 - e) Scared of dentists
- 4) Dream state
- a) Satisfied
 - b) Confident
 - c) Friendly & helpful staff
 - d) Pain & hassle free
 - e) Helpful financing options
 - f) Extremely professional and efficient staff
 - g) Anxiety relief

3. What do I want them to do?

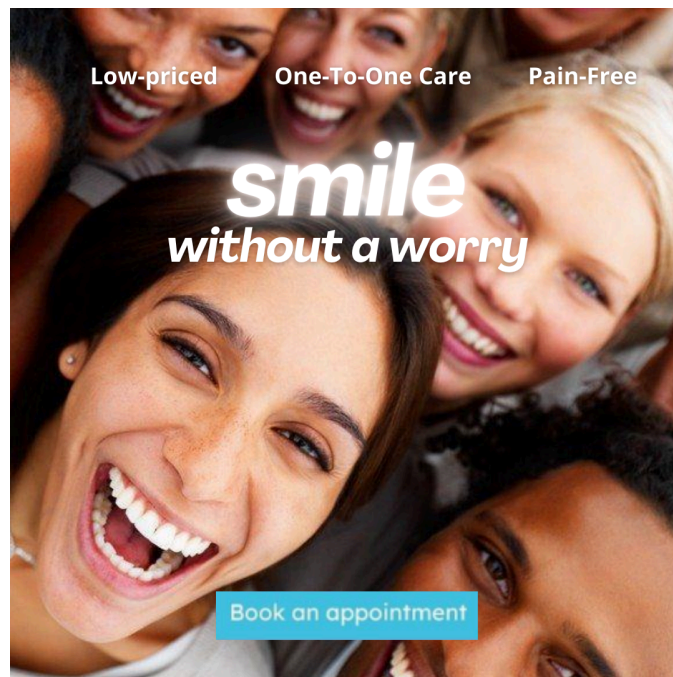
4. Stop scrolling & read the advertisement
5. Click the link, read through the website & book an appointment

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

6. Stop scrolling & read the ad
 - a. Affordable
 - b. Demonstration of dream state / Perfect smile
 - c. Bright colors that differentiate it from normal posts, uses a bright white color for text under the smile indicating that their smile can look as white as that
 - d. Opportunity to get dental care affordable with new patient check-ups at a reduced price of just £55 - usually £80
7. Click the link, read through the website & book an appointment
 - a. New patient check-up offer £55
 - i. Direct offer lowering the cost - usually 80

- b. Are you due your next dental check-up? 😞 Don't wait any longer, book your appointment at Dental Smiles London and save on the cost of your check-up. Now isn't that something to smile about! 😊
 - i. Highlights somewhat of a painful state and offers help with smaller cost
- c. Start by booking your appointment today - we are just a short walk from King's Cross station and we're available in the evening.
 - i. Lower time sacrifice
- d. "I have had such good treatment from Dental Smiles. The dentists are personable and kind and make a real effort to put you at ease and help. I highly recommend them." ~ Annie May Rice ~ A very happy Dental Smiles London patient
 - i. Testimonial to increase trust
- d Regular check-ups mean fewer disruptions to your dental health and finances -
BOOK NOW

DRAFT



Body Text:

Affordable dental care with new patient check-ups at a reduced price of just £50!

Tired of long waits? 😞 It's time for a change! Book your appointment & save on the cost of your check-up.

“As a new patient at this practice, I am extremely happy with how attentive and friendly the staff are. I’m really pleased with the results. Thank you!” - Harriet B.


Take control of your dental health with our expert team & Book yours now and enjoy the convenience of evening appointments as well.

Ready for a better smile?

Book An Appointment Today – Book Now

- e. New patient check-up offer £55
 - i. Direct offer lowering the cost - usually 80
- f. Are you due your next dental check-up? 😞 Don't wait any longer, book your appointment at Dental Smiles London and save on the cost of your check-up. Now isn't that something to smile about! 😊
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EXAMPLE USED:



Dental Smiles London
Sponsored
Library ID: 1107396117141891

At Dental Smiles London we are making dental care affordable with new patient check-ups at a reduced price of just £55 - usually £80 🙌

Are you due your next dental check-up? 😬

Don't wait any longer, book your appointment at Dental Smiles London and save on the cost of your check-up.

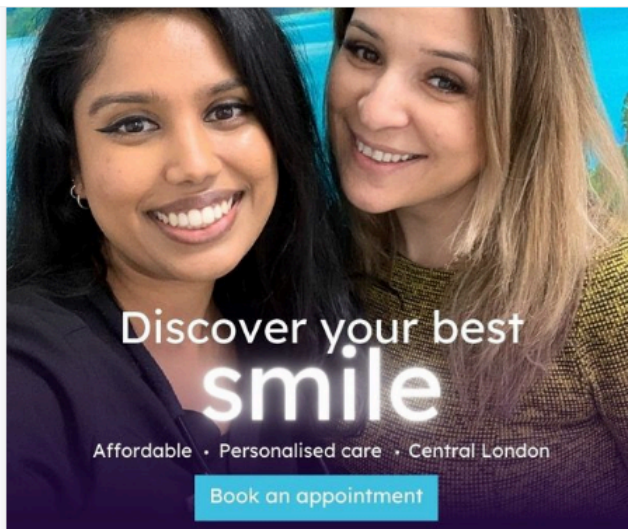
Now isn't that something to smile about! 😊

"I have had such good treatment from Dental Smiles. The dentists are personable and kind and make a real effort to put you at ease and help. I highly recommend them."

~ Annie May Rice ~ A very happy Dental Smiles London patient
★★★★★

It's time to experience better dental health care with Dental Smiles London on Pentonville Road.

Start by booking your appointment today - we are just a short walk from King's Cross station and we're available in the evening. 📅



DENTALSMILES.LONDON.CO.UK

Book An Appointment Today

Regular check-ups mean fewer disruptions to your dental health and finances.

Book now