

Google ads copy review for a dentist

Push-ups - <https://rumble.com/v4xzdyo-push-ups.html>

Who are they:

- Men and Women: All genders
- Approximate Age Range: 18-65 (This could be adjusted depending on your specific dental service)
- Occupation: All occupations, though professionals with busy schedules may be more likely to express frustrations with appointment scheduling.
- Income Level: Middle-class and above (Dental care can be expensive, even with insurance)
- Geographical Location: Very locally based - in my case, it's a town in Mumbai

Where are they now? (Roadblocks)

- What are they afraid of? Painful procedures, needles, dentists themselves.
- What are they angry about? High costs, difficulty finding appointments, long wait times, unexpected bills. They might be angry at dentists, insurance companies, or themselves for neglecting their dental health.
- Top Daily Frustrations: Scheduling appointments, remembering to floss and brush, dealing with bad breath, toothaches, or other dental issues.
- Embarrassment: Having bad breath, yellow teeth, missing teeth, or needing dentures.
- Emotional Impact: Feeling anxious, self-conscious, ashamed, or frustrated. They might worry about what others think of their smile or dental hygiene.
- Friend Conversation: "I just can't seem to get a dentist appointment! And even with insurance, it's so expensive. I'm so worried about the cost and the pain of going to the dentist, but I know I need to take care of my teeth."

Where do they want to go? (Desirable Dream State)

- Magic Wand: Having healthy, white teeth, fresh breath, and a confident smile.
- Impressing Others: Feeling attractive and confident in social situations.
- Dream State Feelings: Confident, healthy, and happy.
- Secret Desire: A smile they can be proud of without any pain or hassle.
- Friend Conversation: "Imagine having a healthy, beautiful smile without any pain or crazy costs. I'd feel so much more confident!"
- Gentle and patient and explains the problems the patient is facing very calmly.
- A dentist that addresses all their concerns and doesn't ignore them.
- Professional doctors.
- Attention to the details
- Painless procedures
- Being cared for and having comfortable procedures
- Know what to expect
- Have a very good experience: laughing, having a good time, being very calm.

- Gleaming teeth
- Hassle-free appointments

Values and Beliefs

- **Current Beliefs:** Dental care is important for overall health and appearance.
- **Blame:** They might blame themselves for neglecting their teeth, dentists for being expensive, or insurance companies for not covering enough.
- **Past Attempts:** They may have tried brushing more, flossing regularly, or visiting different dentists but haven't achieved the desired results or found a solution that fits their needs.
- **Solution Evaluation:** They value affordability, convenience, pain-free procedures, and clear communication about costs. They might trust recommendations from friends, family, or dentists they respect.
- **Respected Figures:** They might respect dentists with good reputations, dental brands known for quality, or influencers promoting good oral health practices.
- **Valued Traits:** They value good health, confidence, and a sense of well-being. They might despise feeling anxious, embarrassed, or unhealthy.

What steps do they need to take to get there?

First, they need to have a tooth problem, anything could work even a small toothache. When this happens they would search for dentists in their area. We need to show up on the first page to attract these customers. Do this by using keywords they would search for placed well on the website and optimizing it well for a phone. Once they click on our website, we need to show them an option to book their first appointment, and once they click it and enter all their details, they will show up at our clinic where the dentists can upsell them on more services and create a lifetime customer and help them achieve their dream smile.

Market awareness and sophistication:

They are at level 3 of the market awareness table because the only time people search for dentists is when they know they have a problem they need fixing with their teeth.

In this era, everyone knows what dentists are which makes them solution-aware. They are not product-aware because my client's clinic is not famous enough to be known yet.

The market is level 5 because every top player I analyzed has used the identity play, concierge approach, or niche down to pediatric dentistry or dental implants.

Personal analysis:

In my first few drafts, I wasn't able to condense the descriptions to what it is now but I analyzed a few top players in my city and other major cities and came up with a way to include all the benefits in a condensed manner. But, I still feel like the flow in the second description is off in the second sentence. How can I make it better?

Also in my previous drafts, I was trying to sell the dream a bit too much and was only focusing on increasing the cost threshold. However, I remembered the lessons from the Tao of marketing and realized that with the dental market, the only graph I need to max out is the trust threshold. Did I achieve that with these descriptions?

Little confused about what image to use though because I am not sure if I need to show the image of a dream smile and increase the cost threshold or show a smiling picture of my client and increase the trust threshold. What's the best path forward?

Info about the ads:

Haven't started testing this ad yet. This is the first draft which I am going to send to my client.

And we'll start running it from June 1st because she's on a family trip till then.

Main ad copy:

Dentist Near Me | Get a Perfect Smile | Free consultation

Fix any dental issue painlessly with our experienced dentist who's successfully treated over 4000 patients globally and has 9+ years of experience. Book a free consultation now.

Or

Get treated by a globally experienced dentist with 9+ years of expertise and over 4,000 satisfied patients. Achieve your dream smile without the pain. Book your free consultation now!

Site extensions:

Extension 1:

Headline - Dental implants in Mumbai

Description - Get new teeth and chew easily.

Extension 2:

Root Canal Mumbai

Hassle-free root canal appointments.

Extension 3:

Braces Mumbai

Get perfectly shaped teeth.

Extension 4:

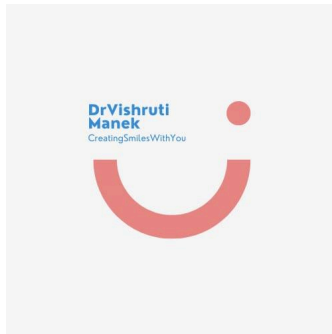
Free Consultation

Start your journey now.

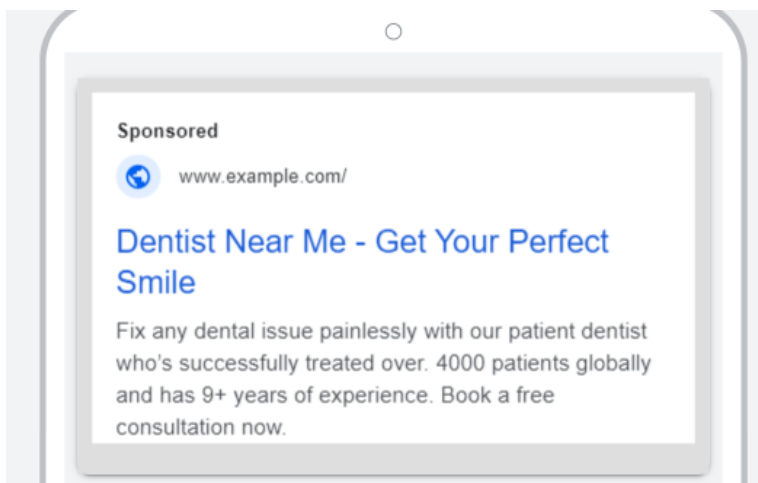
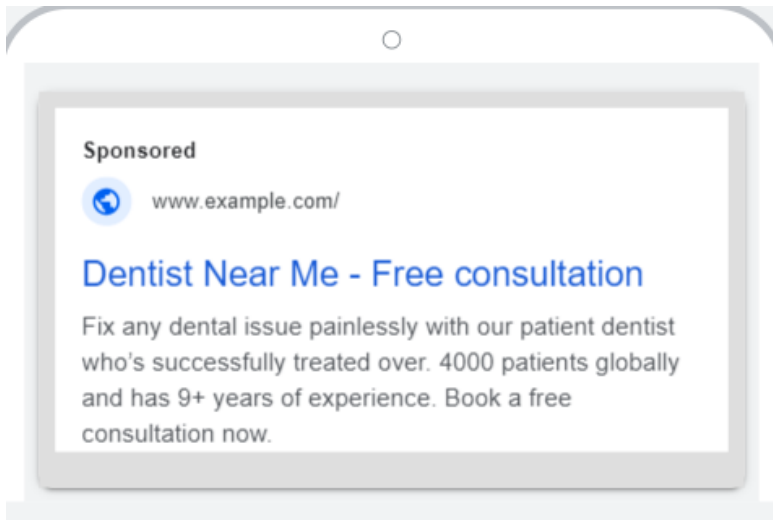
Images:



Logo:



Screenshots of how it looks on mobile:



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