



Case Studies

How Did A Dentist In South Carolina Leverage Facebook To Get More Patients



Increasing visits to a local dental office

The South Carolina dental clinic increases customers and promotes preventative visits using ads in News Feed that connect to a booking engine, and achieves a 7X return on ad spend.

Disclaimer: This success story is for educational purpose. Not for commercial use.

Their Story

Easing patient anxiety

Rice Creek Family Dentistry focuses on providing superior customer service and easing the anxiety commonly associated with dental appointments with two open and inviting offices, both stocked with easy-to-understand educational materials.

Their Goal

Filling a second office

Rice Creek Family Dentistry wanted to grow its client base to support a second location, and increase appointment regularity among existing patients. The small business also hoped that Facebook would help humanize its dentistry business.

Their Solution

Promoting prevention

To help increase bookings, Rice Creek Family Dentistry regularly runs ads in News Feed linking patients to an easy-to-use appointment app. It also uses promoted posts to educate clients about new products and services. To reach a particular audience of existing customers segmented by age and location, the practice uses custom audiences, which allows it to target people in its own email database. Rice Creek Family Dentistry has also been successful posting sales and offers on its Page to promote special discounts. This helps attract new patients and increase the frequency of all client visits.

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Their Success

Something to smile about

Rice Creek Family Dentistry surpassed its original goals quickly and has added more patients with Facebook than it ever anticipated. Thanks to the business' marketing success, it is now opening a third location, knowing it can rely on Facebook to help spread the word.

- 29X return on ad spend (from a month-long Promoted Post campaign targeting Invisalign braces to a specific customer demographic)
- 7X return on ad spend (from regular Facebook Ads placed in News Feed)

Over 30 new patients per month directly from Facebook

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