

From 0 To 128 Leads

Meta Ad Case Study

Kern Kids Dental

Company Name	Industry
Kern Kids Dental	Pediatric Dentist

Client Overview

Kern Kids Dental is a pediatric dental practice serving children in Bakersfield, CA, and nearby Kern County. Kern Kids Dental provides quality dental care for kids aged 1-20, offering a full range of services to help them maintain healthy smiles for life.

Strategy Breakdown

Problem	Strategy
Kern Kids Dental came to me needing more consistent new patients for their pediatric dental office in Bakersfield, CA. Despite having a fairly strong reputation locally, their online presence wasn't driving the number of new patient inquiries they wanted, and needed — especially from parents actively looking for a pediatric dentist.	<p>To address this, I created a Meta (Facebook and Instagram) ad campaign focused on lead generation. The top-level strategy included:</p> <ul style="list-style-type: none">• Objective: Lead Generation using Facebook's instant forms.• Goals: Increase the number of New Patients.• Audience: Targeted local parents within 25 miles in the Bakersfield area with young children.• Placement: Facebook and Instagram.• Budget Strategy: \$30 daily budget.

Key Statistics & Results

Leads

128

Cost Per Result

\$6.23

Our leads campaigns brought in 128 leads via instant forms; Leads that indicated they were ready to book an in-person appointment now.

Average amount per lead

Performance overview

Month ▼

Activity history: All ▼

⚙️ Customize

Meta Leads ⓘ

128

Performance overview

Month ▼

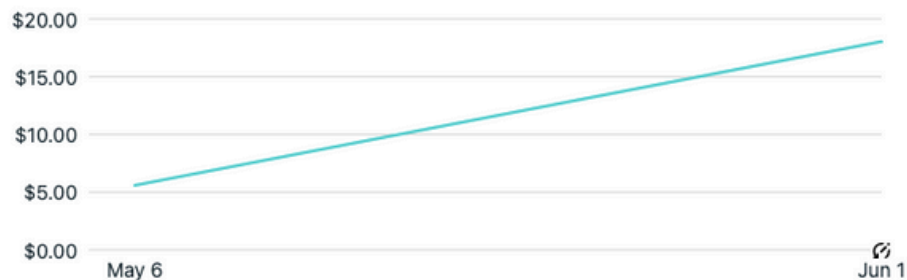
Activity history: All ▼

⚙️ Customize

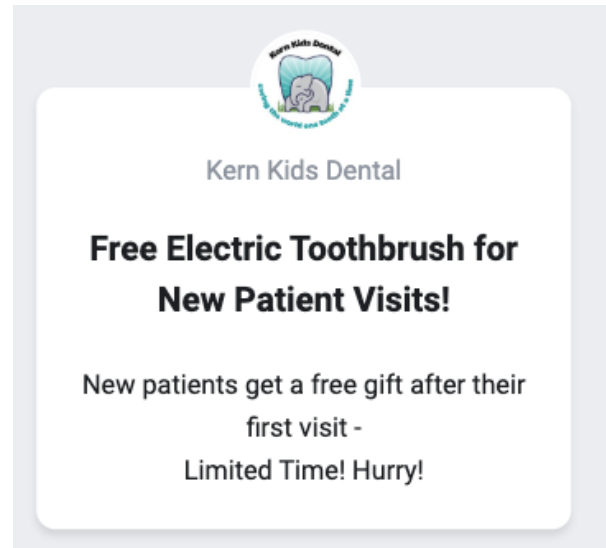
Per Meta lead

\$6.23

Per Meta lead



Some Of The Ad Creative Used



Results from your campaigns:

- Timeline: 30 Days: May 6th - June 5th
- Optimization: About a week in, we added another qualifying question to the instant forms: "Are you ready to book your in-person appt. at our Bakersfield location?" to optimize the quality of leads coming in.
- Challenges: Working out the lead flow with the office team; highlighting that these leads needed to be called as soon as possible and that follow-up was crucial in getting them on the schedule.
- Lessons Learned: Adding more qualifying questions to the Instant Forms early on, and emphasizing that attention and follow-up is so important for lead conversions.

LET'S GET IN TOUCH

Hi, I'm Lindsay — I help small business owners, service providers, and local wellness professionals grow their businesses with clarity, calm, and confidence.

🎓 **Georgetown University grad** with a degree in Business Administration (Marketing + Management).

💡 **Facebook + IG ads expert** for service providers and wellness brands just getting started. — I make data-driven ads feel human — and effective.

🧠 **12+ years in Executive Operations**

Support for founders, CEOs, and practitioners — I bring order to the chaos and help turn ideas into actionable plans.

📊 **Digital strategy meets heart** — systems, ads, and support that actually feel good.

📅 **OBM + project manager** helping you stay out of the weeds and in your zone of genius + Clean, simple numbers so you feel in control of your business.

🌱 Wellness-obsessed and all about doing meaningful work that aligns with your values.

LINDSAY SHACK

Don't be shy! Book A Free Consultation Call Today

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