



New Patient Leads and Increased Engagement with Integrity-Focused Marketing

META AD CASE STUDY
BY CHRISTINA FRAKES

CLIENT NAME	INDUSTRY
Seaglass Dental Care	General and Cosmetic Dentistry



Dr. Schmitt is a Florida dentist who cares about his community, donates to non-profits, and provides pro-bono work for veterans. He was hoping to gain new patients but lower his marketing costs since previous results had plateaued. Dr. Schmitt also mentioned being uncomfortable with their previous ad manager leaving “limited time offers” running year round, which felt disingenuous.

Strategy



We chose to run lead form ads to acquire name, email, and phone number of qualified leads. We also decided it would be useful to run engagement campaigns designed to introduce Dr. Schmitt, increase brand awareness, and establish an interested audience to retarget. Both campaigns would offer only a free consultation –no limited time gimmicks or cryptic promo promises– and use a combination of video, static image, and carousel ads.

Our target audience would be older individuals (35+) who were more likely to have denture needs as well as both the means and the desire to invest in cosmetic enhancements. With a budget of \$2000 per month, I recommended allotting \$10 per day for engagement and focusing the remaining on leads. The lead campaign budget would then be split for detailed targeting and lookalike audiences.

KEY RESULTS

161
META
LEADS

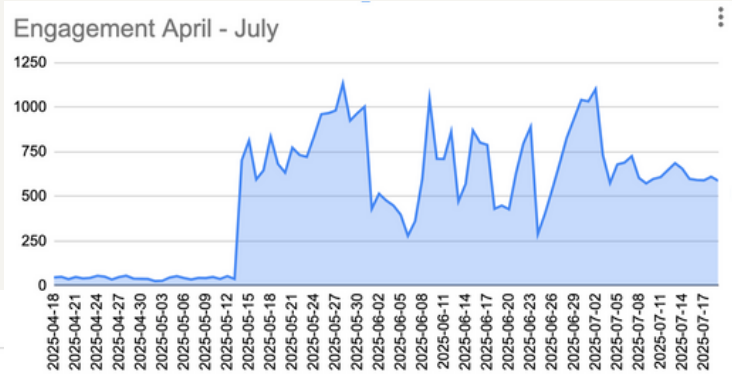
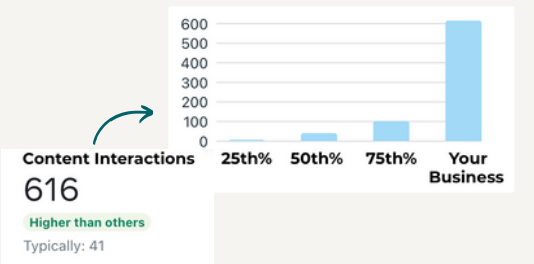
\$22.73
COST
PER LEAD

19,363
VIDEO PLAYS
AT 100%

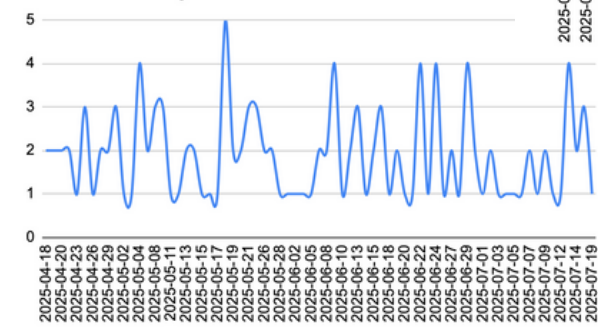
207
UNIQUE
OUTBOUND
CLICKS

73,332
ACCOUNTS
REACHED

DURATION: 3 MONTHS
TOTAL AD SPEND: \$4,913.15



Consistent Daily Leads



285

Top fan
Elaine Palmeter
He's an awesome dentist!!❤️❤️❤️❤️ I had a great experience! And first time I never dreaded to go a dentist! He makes u relaxed along with his staff!

5 comments 6 shares

Lead Campaigns

Campaign ↓	Results ↓	Cost per result ↓	Amount spent ↓	Page engagement ↓	Video plays at 100% ↓	Unique outbound clicks ↓	Impressions ↓
[CF] Leads 06/2025	71 Meta leads	\$27.46 Per Meta lead	\$1,949.50	3,146	1,017	31	52,513
[CF] Leads 04/2025	64 Meta leads	\$30.73 Per Meta lead	\$1,966.71	509	1	21	57,560

Engagement Campaigns

Ad set ↓	Results ↓	Cost per result ↓	Amount spent ↓	Page engagement ↓	Video plays at 100% ↓	Unique outbound...	Impressions ↓
E - Address 15mi (40+)	9,174 Post engagements	\$0.02 Per Post Engagem...	\$203.25	9,174	8,379	13	28,767
VV- Address 15mi (45+)	8,356 ThruPlays	\$0.03 Cost per ThruPlay	\$243.96	19,220	5,857	72	32,465
M - Address 20mi (40+)	11 Messaging conver...	\$13.98 Per Messaging Co...	\$153.74	85	—	—	8,860
VV- Address 15mi (45+)	5,500 ThruPlays	\$0.03 Cost per ThruPlay	\$178.32	14,054	3,566	70	22,992
M- Address 15mi (45+)	25 Messaging conver...	\$8.71 Per Messaging Co...	\$217.67	1,405	543	—	11,271
Results from 5 ad sets ⓘ	— Multiple conversions	— Multiple conversions	\$996.94 Total spent	43,938 Total	18,345 Total	155 Total	104,355 Total

CASE STUDY

Sample Ad Creative

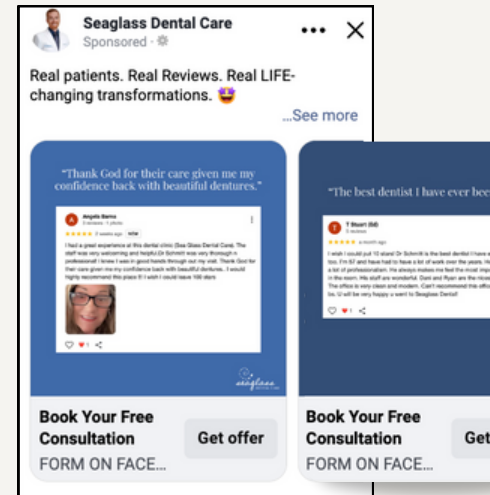
Static



Video



Carousel



Sample Ad Copy

Real patients. Real LIFE-changing transformations. 🌟

Imagine looking in the mirror and seeing a youthful, radiant smile you can't stop admiring.

At Seaglass Dental Care, we pride ourselves on giving every patient an exceptional, highly personalized experience.

You deserve to—

- ✨ Eat, laugh, and smile without worry
- ✨ Enjoy a natural-looking, secure fit
- ✨ Feel like the very best version of yourself

Restore your smile and your confidence.

Click below to claim an Exclusive Cosmetic Consultation for FREE.

We specialize in dental implants that feel **STRONG**, look natural, and work like your real teeth. 😊

No more chewing on one side, or avoiding your favorite foods altogether.

Reclaim the simple pleasures in life with dental care that restores both confident smiles and hearty bites! 😊

Book your **FREE** consultation now to learn how we can help you feel like yourself again.

Call (561) 581-5001 or book online at SeaglassDentalCare.com

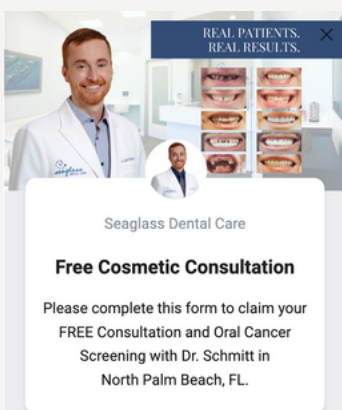
You shouldn't have to glue in your smile. 😊

✨ Snap-in dentures can give you the confidence to eat, laugh, and smile without worry—and without the mess of sticky adhesives.

Secure your smile and get back to living fully!

✨ Click Below to Book your Free Consultation Online or learn more at seaglassdentalcare.com

Lead Form Setup



Personalized Qualifier

What issue(s) are you currently having with your smile?

Enter your answer.

Contact information ⓘ

Please enter your best contact information below so we can book your appointment.

Full name

Enter your answer.

Email

Enter your answer.

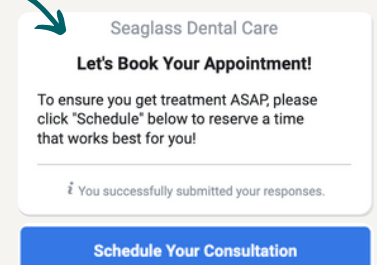
Seaglass Dental Care may contact you to follow up.

Phone number

Enter your answer.

Seaglass Dental Care may contact you to follow up.

Data collected PLUS additional button to encourage online booking



CASE STUDY

Summary Analysis

Our primary objective was to focus on marketing with **integrity** that gained more leads while increasing brand awareness in the area. By lowering the ad-spend budget, Seaglass Dental Care's reach also decreased, but interactions **increased by over 200%** which indicates a more refined interest in the ads overall!

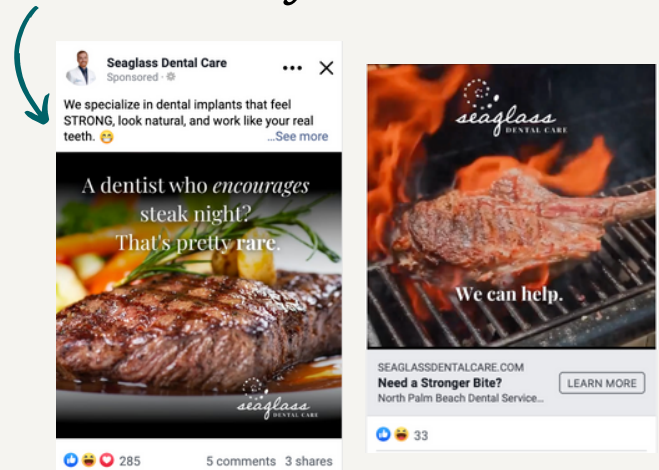


Campaigns were monitored daily for troubleshooting and weekly for performance. In order to conserve and better allocate our budget, ads were switched off if costs per result were consistently high (over \$35) or if engagement was unsatisfactorily low (few reactions, quick video drop-off, etc.). As a result, our cost per lead averaged at \$22.73 which was 30% lower than industry standard.



The initial campaigns were targeted broadly to avoid excluding potential patients for a local business. I decided to test two detailed audiences related to affluence and healthcare, but after only one week with these new audiences, I determined they were not performing as desired and pivoted. We tested a new audience which performed MUCH better, and increased the budget accordingly.

Get to know your audience!



To further qualify leads and add some personalization to the follow-up, we included a question asking "what issue(s) are you currently having with your teeth?" We also modified the lead form to direct people to the scheduler upon completion. Reminders and follow-ups are *incredibly* important for doctors and dentists, so I set up automated responses using Meta's built-in features, but also encouraged Seaglass not to neglect colder prospects— one lead that we received in April didn't book her appointment until July! All of these modifications helped increase our **schedule rate to 6%**.



It is notable that while longer videos over 15 seconds may experience more drop-off, videos that are *too* short can skew metrics and give the Meta AI a false sense of engagement. In order to preserve the **integrity** of the data, it's best to find a happy medium with video.

Christina Frakes Ad Strategy

HEY THERE, I'M CHRISTINA

You already know ads can up your reach, but you want a **smart strategy** from someone you can **trust** –someone who actually CARES about your results.

That's me! Helping you hit record numbers means more lives changed, more futures secured, more impact made. THAT is what makes this work meaningful for me.



With over 10 years of experience, I specialize in data-driven Meta™ ad strategies that optimize your performance and maximize every dollar. I'm here to simplify the process and help you achieve your goals with confidence.

I'd be honored to be part of your success story.

christina frakes

Ready for a partner who
takes your success seriously?
Let's chat.

BOOK A CALL NOW

CHRISTINAFRAKES.COM