



# CASE STUDY

## Dental Clinic – Appointment Lead Generation Using Meta Ads

### Client Overview

- Business Type: Single-location dental clinic
  - Team Size: 1 primary dentist, 1 visiting specialist, support staff
  - Services Promoted:
    - Root Canal Treatment (RCT)
    - Dental Implants
    - Braces / Alignment Consultation
  - Marketing Objective:  
**Generate consistent appointment inquiries from nearby residents**
- 

### Business Challenges

- Patient flow was inconsistent and unpredictable
  - Heavy reliance on word-of-mouth and referrals
  - Previous social media promotions focused on followers and engagement, not bookings
  - Clinic owner wanted **phone calls and WhatsApp inquiries**, not likes
- 

### Campaign Strategy

#### Platform

- Meta Ads (Facebook + Instagram)
-

## Campaign Objective

- Lead Generation (Instant Forms)

## Targeting Approach

- Age Group: 23–55
- Geographic Targeting: Tight local radius around the clinic
- Audience Layering:
  - Working professionals
  - Health & dental care interests
  - Parents (for braces consultations)

## Creative Strategy

- Pain-based messaging:
  - “Tooth pain affecting your daily routine?”
  - “Delaying dental treatment makes it worse”
- Service-specific ads instead of generic clinic branding
- Simple visuals showing clinic environment and doctor credibility

## Lead Form Structure

- Name
  - Phone number
  - Dental issue (dropdown selection)
- 

## Budget & Timeline

- Monthly Ad Spend: ₹30,000
  - Initial Testing Period: 14 days
  - Optimization: Based on CPL, lead quality, and appointment conversion
-

## Results (30 Days)

- Total Leads Generated: **95–110**
  - Average Cost Per Lead (CPL): **₹260–₹320**
  - Contactable Leads: ~80%
  - Appointments Booked: **24–30**
  - Estimated Cost Per Visit: **₹1,000–₹1,200**
- 

## Key Learnings

- Service-specific ads performed significantly better than generic dental ads
  - Faster WhatsApp follow-ups increased appointment confirmation rates
  - Tight geographic targeting reduced irrelevant inquiries
- 

## Conclusion

With a structured Meta Ads funnel and clear service positioning, the clinic achieved a predictable flow of appointment inquiries while keeping acquisition costs under control.