



CASE STUDY: Dental Implant Leads For \$7 A Qualified Lead

Hey there,

Patrick here,

...here with a new case study for one of our Dentist clients based in the U.S.A. We've been working with this client since August 2021, and have produced some awesome figures for them.

We've been running a Dental Implants campaign through Facebook Ads the whole time and here's the results so far...

Columns: Imp Vid Stats			Breakdown	Export
Amount Spent	Website Leads	Cost per Website Lead		
\$1,429.43	233	\$6.13		
\$556.16	54	\$10.30		
\$96.81	9	\$10.76		
\$89.54	8	\$11.19		
\$24.59	2	\$12.30		
\$24.41	1	\$24.41		
\$9.81	—	—		
\$2,230.75 Total Spent	307 Total	\$7.27 Per Action		

Yep, that's 307 qualified leads at \$7.27 EACH!

Out of those 307 leads, the Dentists team have managed to close 21 into paying clients at an average of \$2,000 per client!

That's \$42,000 in revenue.

And only \$2,230 in ad spend (plus our retainer of course, which by the way is hellishly good value)

How Are We Doing It?

We use our PROVEN AgencyOwl Method which we use across all our clients campaigns, and which just flat out works!

I can't spill the beans completely, but it goes a little something like this...

1. We layout the strategy, the offer, the target audience, and the hook.
2. Then we start the build... the funnel that converts like gangbusters, the backend follow up that turns cold leads into raging hot customers, the ad campaign that targets our ideal lead/customer and then the ad that hooks them faster than Fisherman Phil in a puddle full of carp!
3. Next, the fun begins... we go live with the ad campaign. And then the fun begins!

So, in our Dentist Clients case...

We had the strategy sussed (we use the same AgencyOwl Method throughout all our strategies... because it FLAT OUT WORKS)...

The offer, we decided on a free consultation for Dental Implants, the lead needs to leave their name/email/phone number to book their consultation...

We knew right away who our target audience would be for Dental Implants, and \$42,000 later... it looks like we were right!

If you're a Dentist or business owner in general looking for a proven way to drive targeted leads and convert them into sales, then you should book a call with us =)...