



Downtown OrthoCare

(Facebook Ads + Lead Generation)

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Company Overview

Downtown OrthoCare is a modern orthodontic practice located in the heart of San Francisco. The practice specialized in braces and Invisalign treatments and wanted to expand its patient base, particularly among young professionals and families in the area.





Marketing Challenges

The clinic struggled with low visibility among its target audience, despite being located in a bustling downtown area. They had tried traditional marketing methods with limited success and needed a digital strategy that would effectively reach potential patients on social media.

CHALLENGE



Problem Statement

How can we increase visibility and attract new patients for orthodontic services using Facebook Ads?





Solutions Provided by Us

FACEBOOK ADS CAMPAIGN

- We created a targeted Facebook Ads campaign focusing on young professionals and families. The ads showcased before-and-after images, patient testimonials, and promotional offers for Invisalign consultations.

LEAD GENERATION FORMS

- We integrated lead generation forms directly into the ads, making it easy for potential patients to schedule consultations without leaving Facebook.

RETARGETING STRATEGY

- We implemented a retargeting strategy to engage users who interacted with the ads but did not convert initially.

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Result Achieved

Number of Leads: Increased by 80% in two months

CPL: \$15

CPC: \$1.80

Clicks: 5,200

CTR: 6.3%

Impressions: 82,000

Budget:

\$6,000/month

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**ACHIEVE
RESULT**



TESTIMONIAL FOR DOWNTOWN ORTHOCARE



"DARK HORSE AGENCY transformed our orthodontic practice with their strategic Facebook Ads campaign. We experienced an 80% increase in leads in just two months, making Invisalign and braces more accessible to young professionals and families in San Francisco. Their team was attentive, creative, and dedicated to our success. We couldn't be happier with the results and highly recommend DARK HORSE AGENCY to any dental practice looking to grow."

— **Dr. Michael Turner**

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