TLDR Executive Briefing

DENTAL ARCADE.com

After attributing 10,000's of online marketing dental appointment leads we've noticed one very important fact...
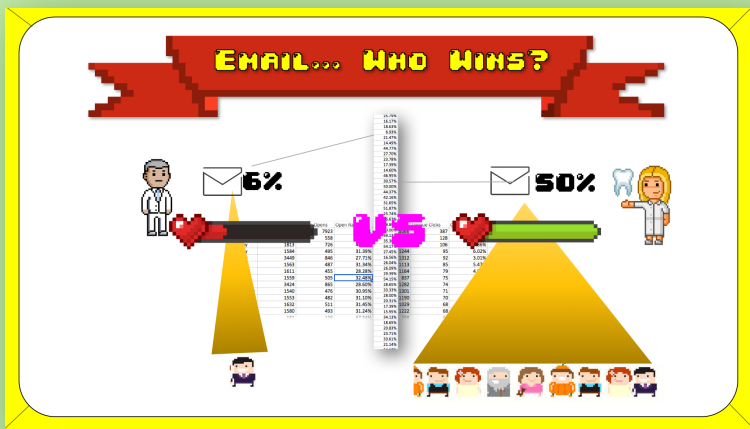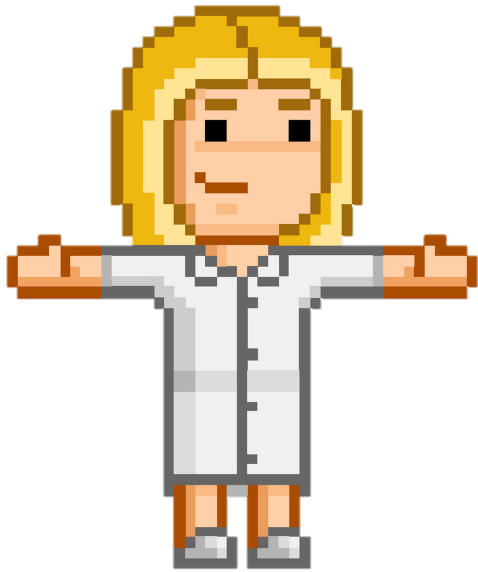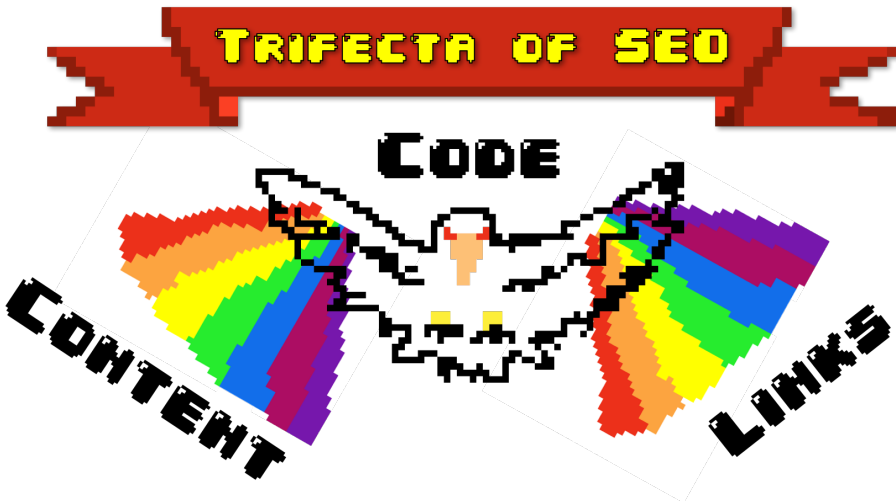
90% of leads Go to 10% of Websites

To Hack Your Marketing use Pay Per Performance. It Guarantees Efficacy. Tipping the balance in Every channel so you always outperform.

SEO Who Wins?

	1st Page	2nd Page
Dentist Edmond, OK	$3,300	$227
Dentist Tulsa, OK	$13,100	$6
Dentist Vancouver, WA	$14,200	$8
Dentist Cherry Hill, NJ	$17,200	$1,200

an Optimized digital channel could mean An Additional $500,000 Revenue ...PER CHANNEL

Email... Who Wins?
6% VS 50%

SEO Who Wins?
Page 1: #1 — 16 VS 1 — Page 2: #1

Who Wins on Facebook?

2 posts,	2 posts
39 engagements	251 engagements
1,300 reached,	3,700 reached,
95% required payment	10% required payment
Effective CPM ~ $24.70	Effective CPM ~ $7.40

Concentrate on the a Few Vital Techniques to Dominate your market

Trifecta of SEO
Code
Content
Links

Targeting Matters

- ✓ Demographics:, F, HH, 25+ yr, $75k/yr, within 5 mile radius
- ✓ Search ad keyword target Competitor Brand Names
- ✓ All Local DDS names
- ✓ Timeslot Advertising
- ✓ Competitor Facebook page targeting
- ✓ Contact list custom audience targeting
- ✓ Top Area Employer Targeting
- ✓ Book Now Microsite and concurrent advertising using multiple domains
- ✓ Event tagging allows automated conversion optimization
- ✓ Primetime Targeting; weekdays 5-7pm, 12-1pm, Weekend a.m.
- ✓ Mobile targeting enhancement

Use Lead Magnets to Draw Community Attention & Engagement

& Directly Harvest Verified Online Appointments & Phone Calls

SEO

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