

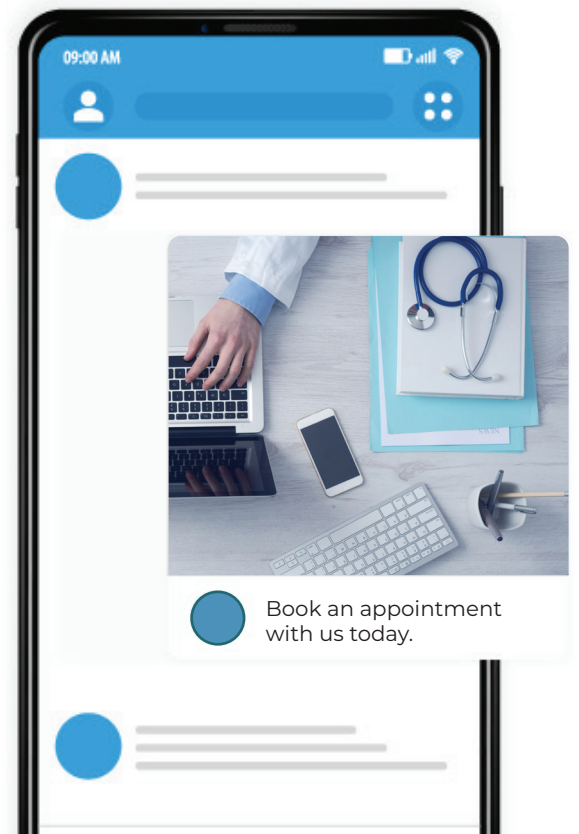
GIVE YOUR PRACTICE A BOOST WITH TARGETED ADS ON FACEBOOK!

Reach the right people, and reach a lot of them.

SOCIAL ADS

Get your practice advertised on the most popular social networks- **Facebook & Instagram**.

Whatever your practice goals are, an ad on Facebook and Instagram is a great way to increase awareness of who you are and what you do.



- 1) TARGET:** Officite will determine the best targeting criteria for your ad campaign.
- 2) CREATE:** Officite will create monthly advertising campaigns for you that includes 2 display ads (images/photos), ad copy, and a landing page.
- 3) DELIVER:** Officite will serve your ads - delivering a relevant message and ad to a targeted audience.
- 4) TRACK:** Officite will help track your performance. Every advertising campaign includes: a tracked phone number and a practice branded lead generation landing page to collect appointment requests from new patients - visible in your Doctor's Portal.

TARGETING YOUR AD

Officite will work with you to identify your practices ideal audience group, targeting potential patients you want to reach with your message.

Demographics: Age, Gender, Household Income, Occupation, and Education.

Interests: People that may share interests in certain products, topics, or activities.

Behaviors: People that may read the same publications and visit the same online destinations.

A target audience will focus your marketing efforts on the people most likely to be interested in your practice.

WE FOLLOW THESE BEST PRACTICES IN DESIGNING YOUR AD

Show people using your product or service

Facebook ads often run in people's feed, right next to posts from their family and friends. For ads that feel like a familiar part of someone's social fabric, show images of people benefiting from your services, rather than just the product or service itself.

Remember less text is more.

Too much copy is distracting and can lead to your ad being shown to fewer people. Images that are uncluttered by text have greater impact, so stick to the most important details.

Have a single focal point.

Ensure that you're only asking people to look at one thing.

Maintain visual consistency.

All the images should have a consistent theme and tie together visually. People will more easily recognize your ad and stop to see what else you have to say.

Use high resolution images.

We make sure to use professional photos and the high resolution ads are the right size and quality to best represent your practice.

Sources

1,2,3: Newberry, C., Hootsuite Facebook Statistics. (2019, November 4). <https://blog.hootsuite.com/facebook-statistics/>

4: Newberry, C., Hootsuite Instagram Statistics. (2019, October 22). <https://blog.hootsuite.com/instagram-statistics/>



74%¹ of Facebook users log in daily

15%² of U.S. social media users shop on Facebook

11³ is what the average Facebook user clicks on
ads / month

1⁴ billion people use Instagram every month