PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

Adelaide INTENSIVE 2023

WIFI INFORMATION

WIFI name: NWC

Password: natwine00

March 23-24, 2023
National Wine Centre Adelaide

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

Adelaide INTENSIVE 2023

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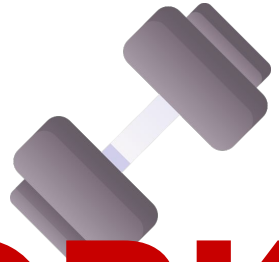
Movement

HIIT WORKOUT



PRACTICE ACCELERATION
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March 23–24, 2023
National Wine Centre Adelaide

CELEBRATE

practiceacceleration.com

LIVE INTENSIVE ADELAIDE

Adelaide
INTENSIVE 2023
The New Patient Attraction Accelerator
PRACTICE ACCELERATION
RAPID PRACTICE GROWTH
#BOSSLADY
DIARY IS THE BOSS

#ACCELERATORSRULE

What it means to be a Practice Accelerator

The Agenda

DAY 2

THE FACEBOOK APPOINTMENT ENGINE

Attract leads, fill your pipeline & launch your asset

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

AUTOMATING YOUR MARKETING MACHINE

with Tristan Bond

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

PSYCHOLOGICAL HACKS TO TURN YOU INTO A MASSIVE ACTION TAKER

with Ben Elliot

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

PRACTICE TRANSFORMATION

Finals

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

THE NEW PRACTICE ACCELERATION GAMEPLAN

with Dave Macdonald

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

READY.....

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

Adelaide INTENSIVE 2023

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National Wine Centre Adelaide

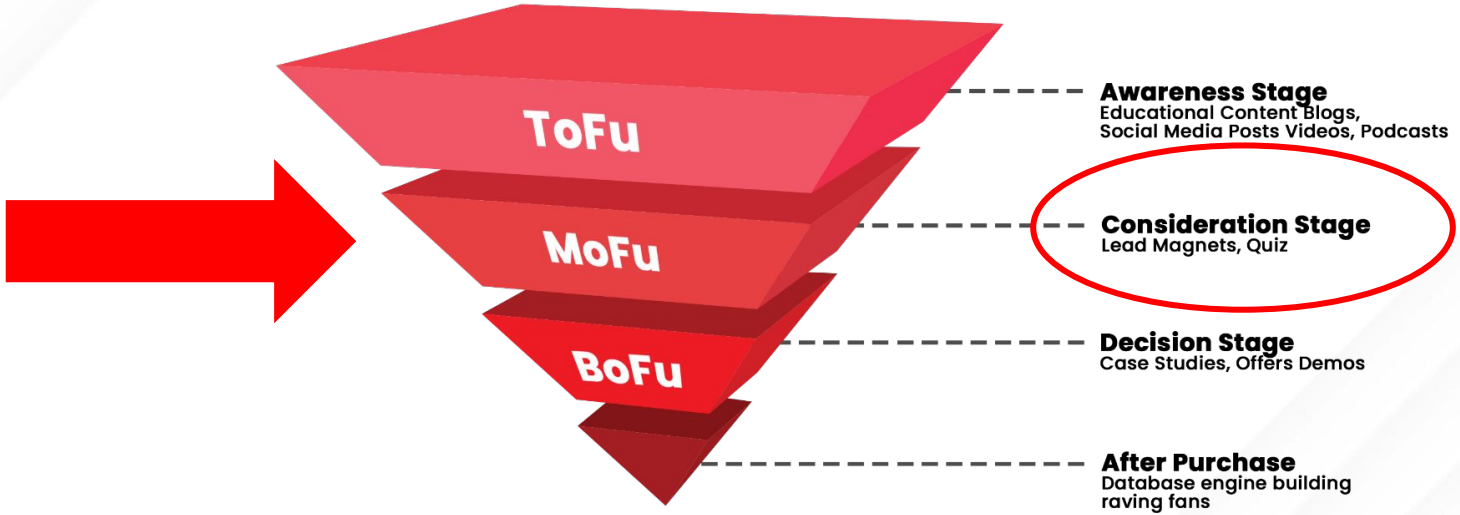
THE FACEBOOK APPOINTMENT ENGINE

Attract leads, fill your pipeline
& launch your asset

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

How confident are you at running Ads?

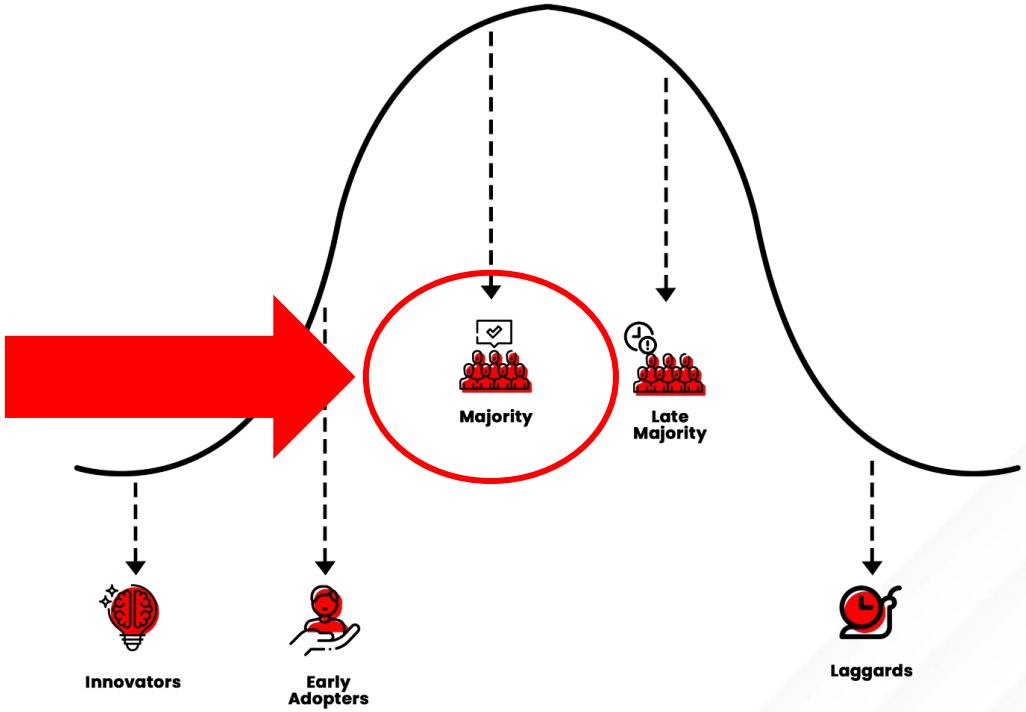
The Content Lifecycle



The FB marketing landscape has changed...

1. More competition
2. Costs are increasing
3. IOS.14.5

The Evolution of FB Marketing



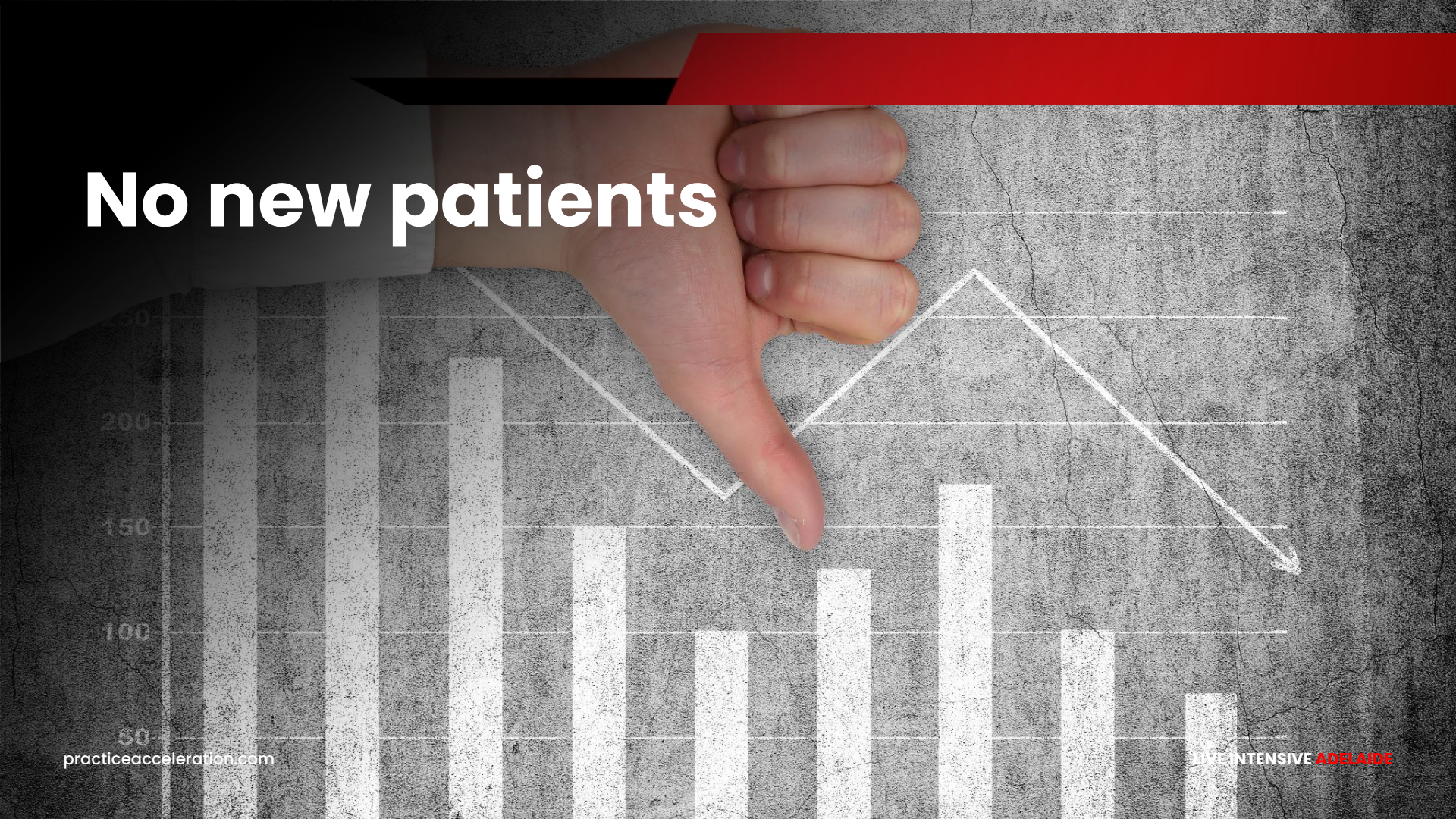
Problem

Don’t know where to start

No clear strategy

Spend too much

No new patients



What's your biggest challenge with FB ADS?

Opportunity

Know exactly what to do

ROI

Simple strategies

Patients on demand

What difference could that make for you?

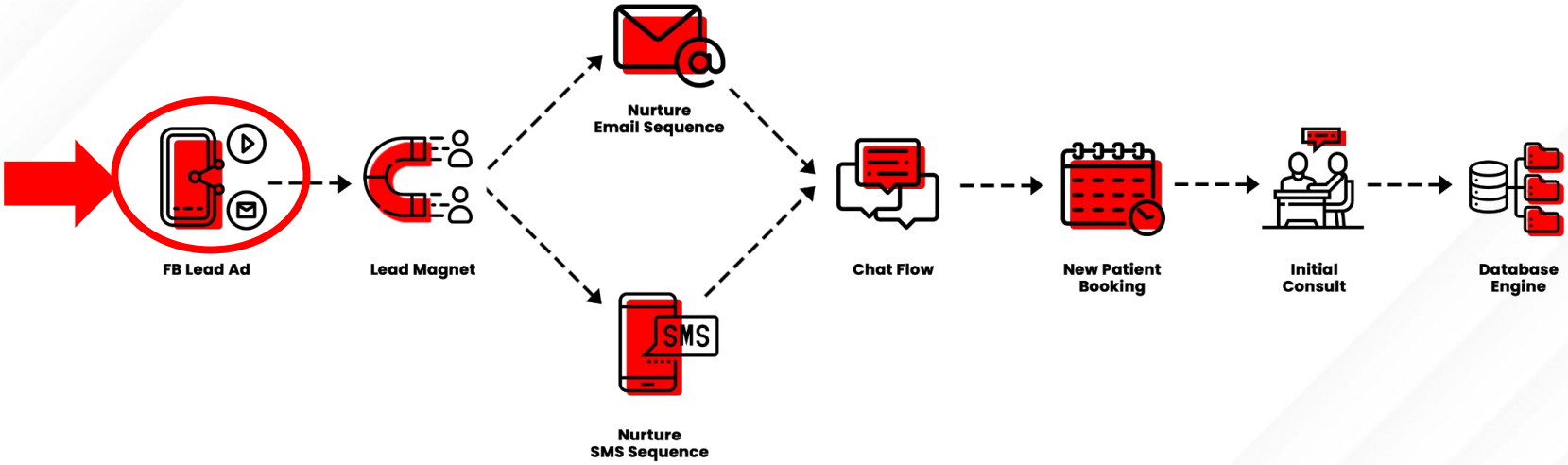
In this session we'll cover:

1. Strategy & campaign walkthrough
2. What you need to get the campaign set up
3. Implementation - targeting, ad copy, ad creative, set up & automation

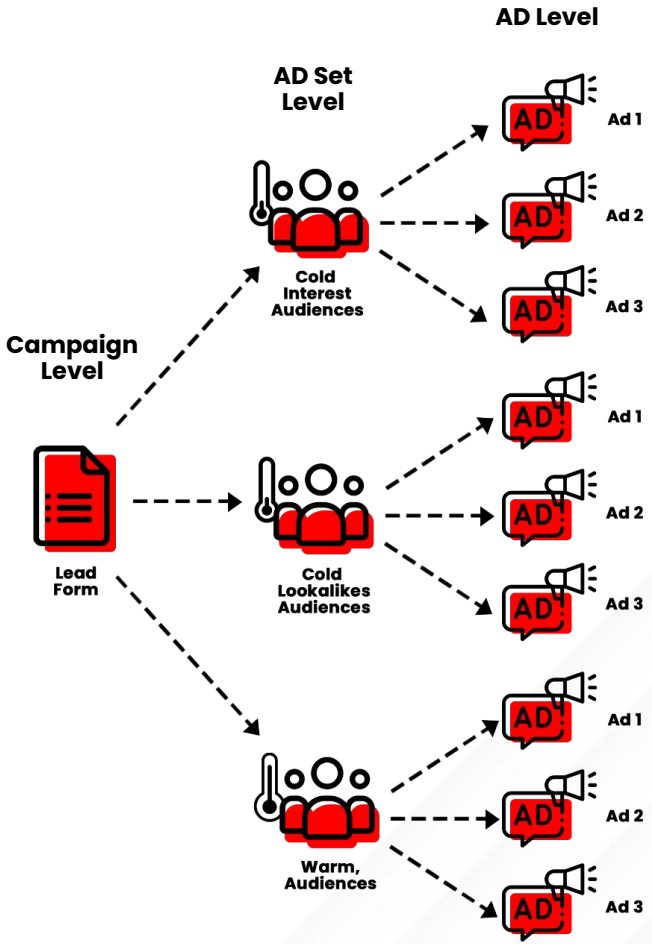
#1

Strategy Overview

The New Patient Attraction Accelerator



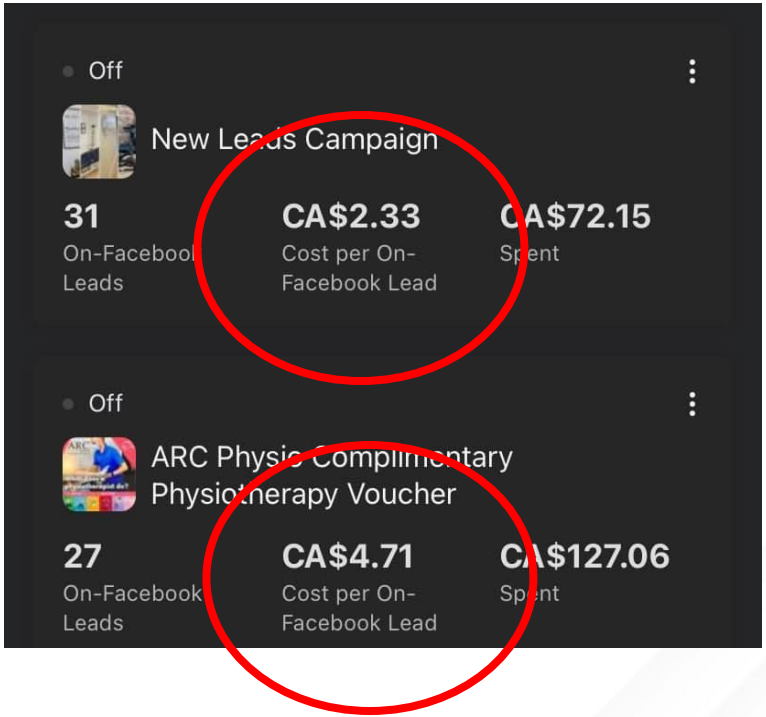
The Facebook Appointment Engine



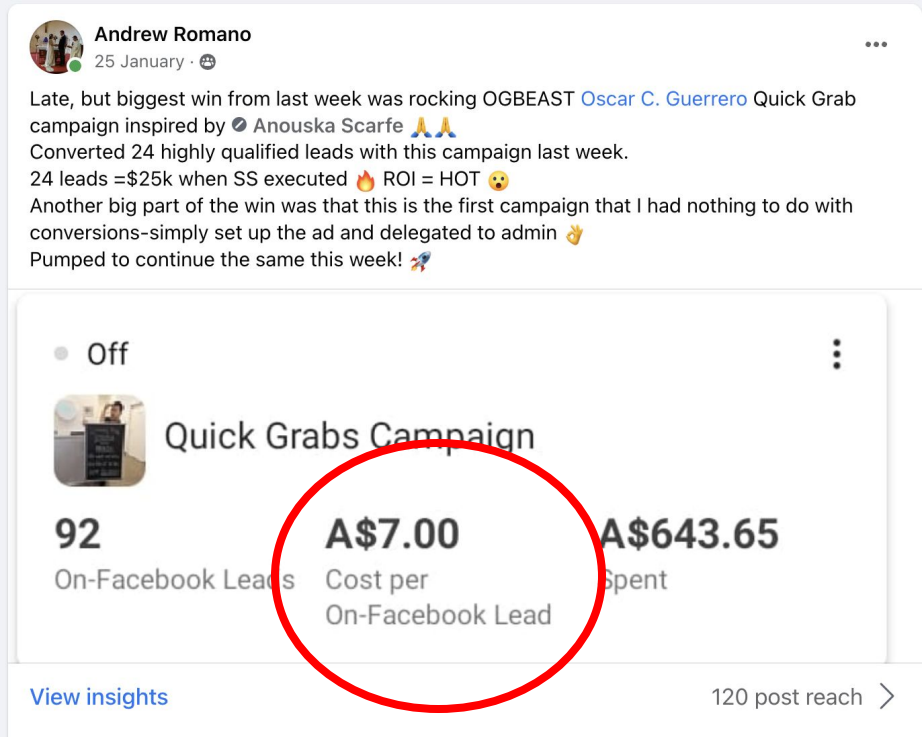
Why is the lead ad approach so important?

Off/On	Campaign	Impressions	CPM (cost per 1,000 impressions)	I
	MID01 | Instagram Funnel - LEAD ADS	207,560	$35.33	
	MID02 | Instagram Funnel - Conversion Camp...	139,471	$91.51	

Results


Off
New Leads Campaign
31
On-Facebook Leads
CA$2.33
Cost per On-Facebook Lead
CA$72.15
Spent
Off
ARC Physio Complimentary Physiotherapy Voucher
27
On-Facebook Leads
CA$4.71
Cost per On-Facebook Lead
CA$127.06
Spent

Results


Andrew Romano
25 January ·
Late, but biggest win from last week was rocking OGBEAST Oscar C. Guerrero Quick Grab campaign inspired by Anouska Scarfe 🙏🙏
Converted 24 highly qualified leads with this campaign last week.
24 leads =$25k when SS executed 🔥 ROI = HOT 😮
Another big part of the win was that this is the first campaign that I had nothing to do with conversions-simply set up the ad and delegated to admin 👌
Pumped to continue the same this week! 🚀
Off
Quick Grabs Campaign
92
On-Facebook Leads
A$7.00
Cost per On-Facebook Lead
A$643.65
Spent
View insights
120 post reach

Let’s unveil the Facebook ad...

Facebook Ad

Hook

Benefits

CTA

Do you ever wonder how people on Insta have such bright, straight teeth?

It's not genetics... it's cosmetic dentistry!🦷

The truth is anyone can get a bright, Hollywood-worthy smile...

...faster, easier, and for less than you might think!

Our Ultimate Smile Makeover Guide shows you procedures that fix -
✅Crooked teeth
✅Stained teeth
✅Gummy teeth
✅Missing teeth
✅And more!

We've included a recovery time indicator⏰ and a price guide too.

So you know how long it will take, and how much it will cost, to get the smile you want😁

If you want to stop hiding your teeth in photos, in meetings, and on dates...

And start LOVING your gorgeous new smile...

Download your Smile Makeover Guide now👇

And find out how to get the smile you've always wanted!

Ad creative

Facebook Ad

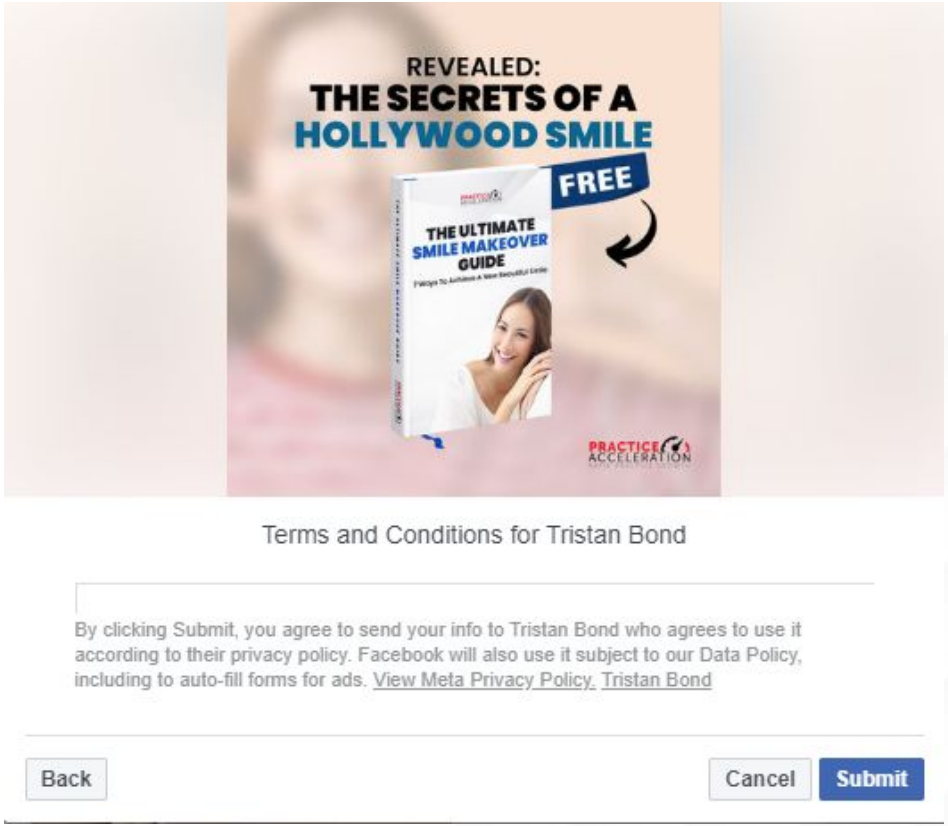
Leadform

Please enter your details below and we'll send the download to your inbox!

Full name	Sarah Hodge
Email for Tristan Bond	sarah@hbcgroup.com.au
Phone number for Tristan Bond	AU +61 419246435

Cancel Next

Privacy Policy



PRIVACY POLICY FOR WEBSITE
companywebsite.com

Effective Date: 21st August 2020

This privacy policy (hereinafter "Privacy Policy") deals with the protection of your privacy while you use our website which is hereinafter referred to as "the website" and which is located at: companywebsite.com
The website is owned and operated by: ABC Company Inc. (ACN XX XXX XXX XXX) (trading as ABC COMPANY) (hereinafter "we" or "us")

We are committed to the protection of your privacy while you use the website. We take your privacy very seriously so we urge you to read this policy very carefully because it contains important information about:
- who we are
- how and why we collect, store, use and share personal information
- your rights in relation to your personal information, and
- how to contact us and supervisory authorities in the event that you have a complaint.

(1) INTERPRETATION
(a) In this Privacy Policy, unless the context otherwise requires, the following rules of interpretation shall apply:
(I) Words referring to one gender include every other gender.

(II) Words referring to a singular number include the plural, and words referring to a plural include the singular.

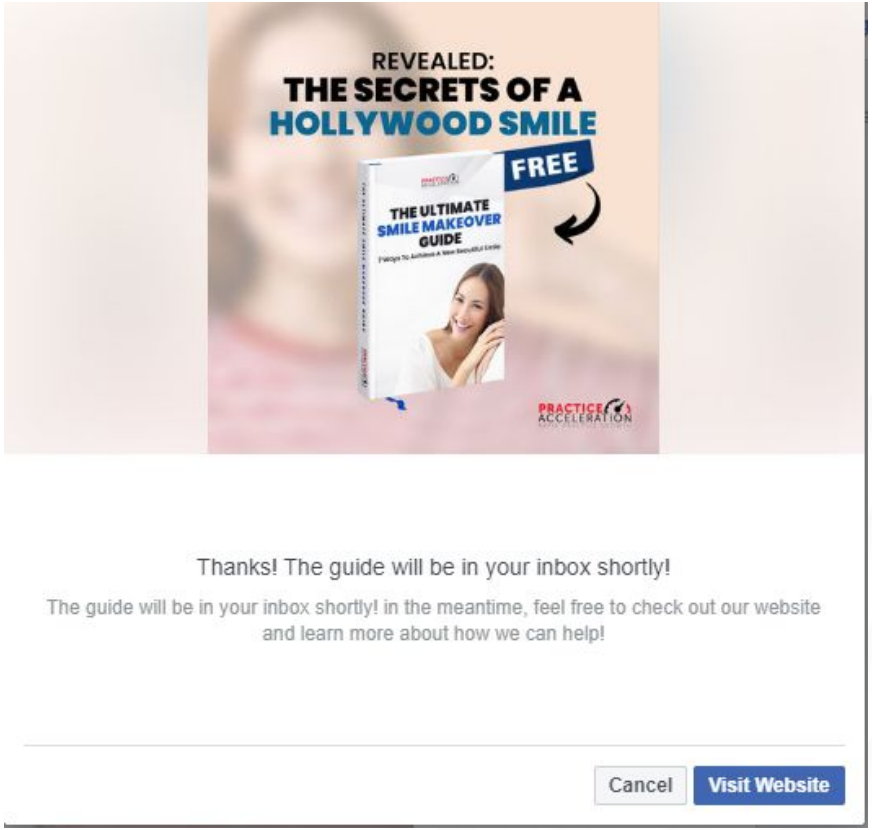
(III) Words referring to a person or persons include companies, firms, corporations, organisations and vice versa.

(IV) Headings and titles are included in this Privacy Policy for convenience only and shall not affect the interpretation of this Privacy Policy.

(V) Each Party must, at its own expense, take all reasonable steps and do all that is reasonably necessary to give full effect to this Privacy Policy and the events contemplated by it.

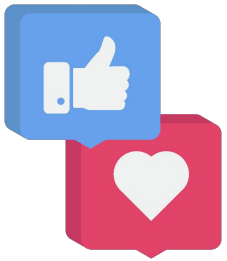
https://docs.google.com/document/d/1V0-fr0onLPx8smamI6vW6rgibAfni9aVF_LdfzadmtM/edit

Confirmation Step



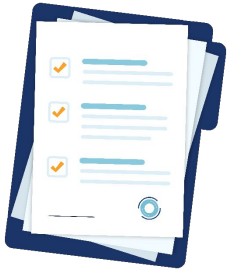
What do you love about this Facebook ad?

#2 What You Need



Facebook Page

Facebook Business Manager

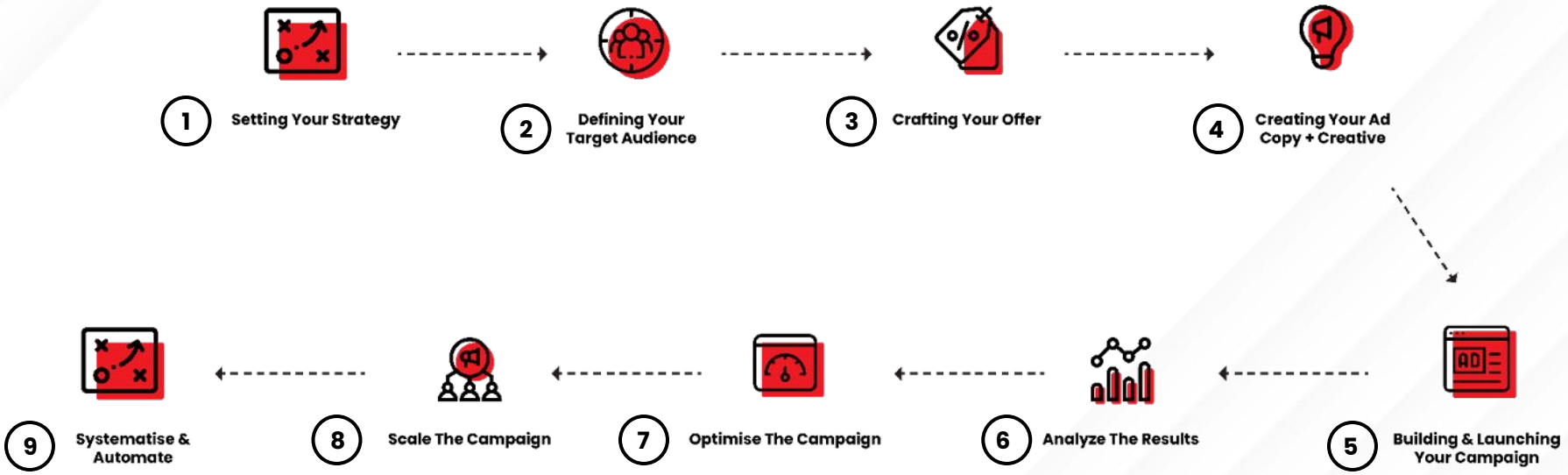


Our templates

Marketing CRM

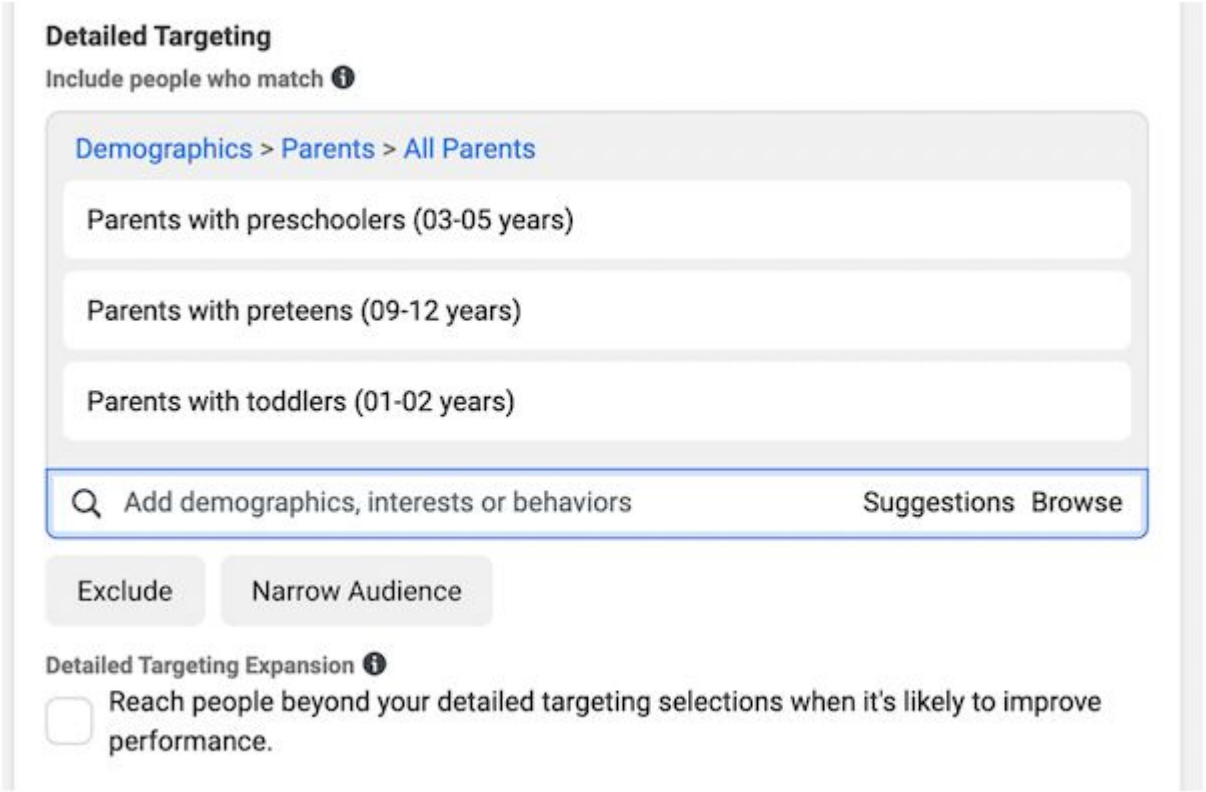
#3 Implementation

9 Step Facebook Ad System
For Practice Owners



#1
Define your Target Audience

Cold Audiences


Detailed Targeting
Include people who match
Demographics > Parents > All Parents
Parents with preschoolers (03-05 years)
Parents with preteens (09-12 years)
Parents with toddlers (01-02 years)
Add demographics, interests or behaviors
Suggestions
Browse
Exclude
Narrow Audience
Detailed Targeting Expansion
Reach people beyond your detailed targeting selections when it's likely to improve performance.

Warm Audiences

Lookalike Audiences

Let’s do this!

#2
Ad Copy

Facebook Ad

Hook

Benefits

CTA

Do you ever wonder how people on Insta have such bright, straight teeth?

It's not genetics... it's cosmetic dentistry!🦷

The truth is anyone can get a bright, Hollywood-worthy smile...

...faster, easier, and for less than you might think!

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✅Stained teeth
✅Gummy teeth
✅Missing teeth
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And start LOVING your gorgeous new smile...

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And find out how to get the smile you've always wanted!

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

THE NEW PATIENT ATTRACTION ACCELERATOR

BUILD AND LAUNCH A FULL PATIENT MARKETING FUNNEL IN 1 DAY

Ad #1

[Their problem] taking over?

It's time to take back control!

Our [Lead Magnet Name] reveals -

☑ [enticing point 1]
☑ [enticing point 2]
☑ [enticing point 3]
☑ [enticing point 4]
☑ And more!

We've also included [if you included worksheets or other tools include that here].

It's time to say goodbye to [their problem]...

And start getting back to [their ultimate solution]!

Download your FREE [Lead Magnet Name] now 👇

And find out how to [how their ultimate outcome will make them feel!

Headline: Revealed: The Truth About [their problem]

Ad #2

My [their problem] used to [how it affects their life]!

Until I found out how to finally [resolve the problem] in this [Lead Magnet Name].

It has all you need to know about -

- [Lure them in with something they would be interested in knowing],
- [Lure them in again with another point], and
- What other [resolving their problem] options are available (without [a common objection!)

Plus there are included worksheets to create your own [outcome-focused plan].

So you can break the [problem] cycle and get back to [their ultimate outcome]!

The [Lead Magnet Name] is FREE... so get it now! 👇

Just hit the download button

Or drop the comment GUIDE below, and I'll send it right over!

Headline: A [their goal] without [their problem]? Try this!

**** This ad can be altered to fit specific problems that people with chronic pain face.

Eg: Want to get back on the tennis court without pain?
A full night's sleep without pain?
Want [goal] without [problem or objection]?

Create different angles to test with different audience segments.

Ad #3

Do you ever wonder how [people they secretly envy] have [the ultimate example of what they want]]?

It's not [commonly believed assumption], it's [your specialty care]! 🦷

The truth is that getting [their ultimate outcome] can happen faster, easier, and for less than you might think!

Our [Lead Magnet Name] shows you how to fix -

☑ [Type of problem]
☑ [Type of problem]
☑ [Type of problem]
☑ [Type of problem]
☑ And more!

We've included [checklist/worksheet] and a [checklist/worksheet] too.

So you know [common FAQ 1], and [common FAQ 2], to get the [outcome] you want 😁

If you want to stop [how their problem is affecting them emotionally]...

And start [getting the thing they want to have/do]...

Download your [Lead Magnet Name] now 👇

And find out how to get the [their ultimate outcome!

Headline: Revealed: The Secrets Of [Their Ultimate Outcome]

Let’s do this!

#3
Ad Creative

Ad creative

Facebook Ad

3 Different Creatives

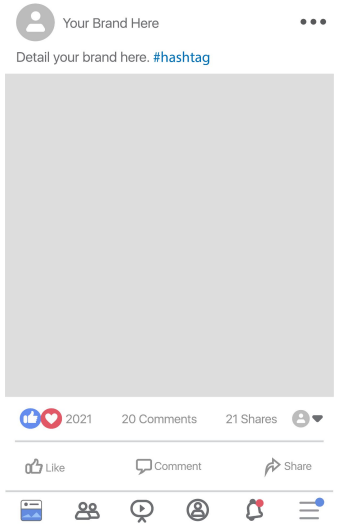
Image of the guide

Static image

Video Ad

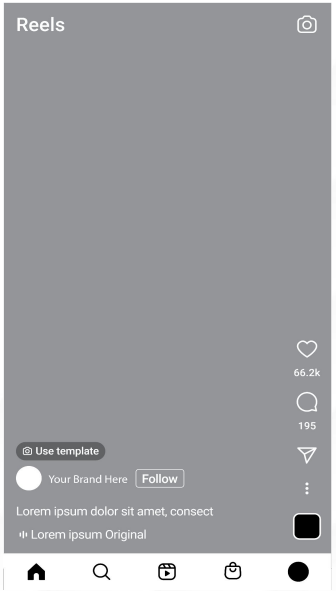
Ad Placements Dimensions

FB Feed
1080 x 1080 pixels



IG Stories
1080 x 1920 pixels

IG Reels
1080 x 1920 pixels



Bonus

A template created by clientservices was shared with you, start designing now

1200px × 1200px

Use template

Designed with Canva

Video script

Ad #1
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It's time to take back control!

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☑ [enticing point 1]
☑ [enticing point 2]
☑ [enticing point 3]
☑ [enticing point 4]
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And start getting back to [their ultimate solution]!

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And find out how to [how their ultimate outcome will make them feel!

Headline: Revealed: The Truth About [their problem]

Prize

Action Steps

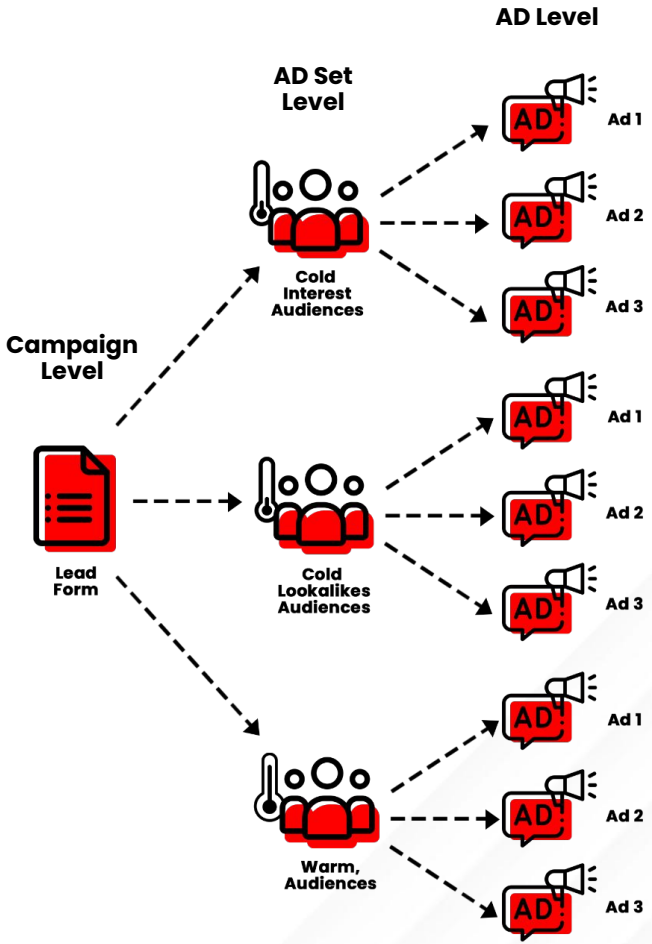
1. Write script or bullet points
2. Choose your buddy
3. Record your video
4. Upload in the Facebook Group

Let’s do this!

#4

Campaign Set Up

The Facebook Appointment Engine



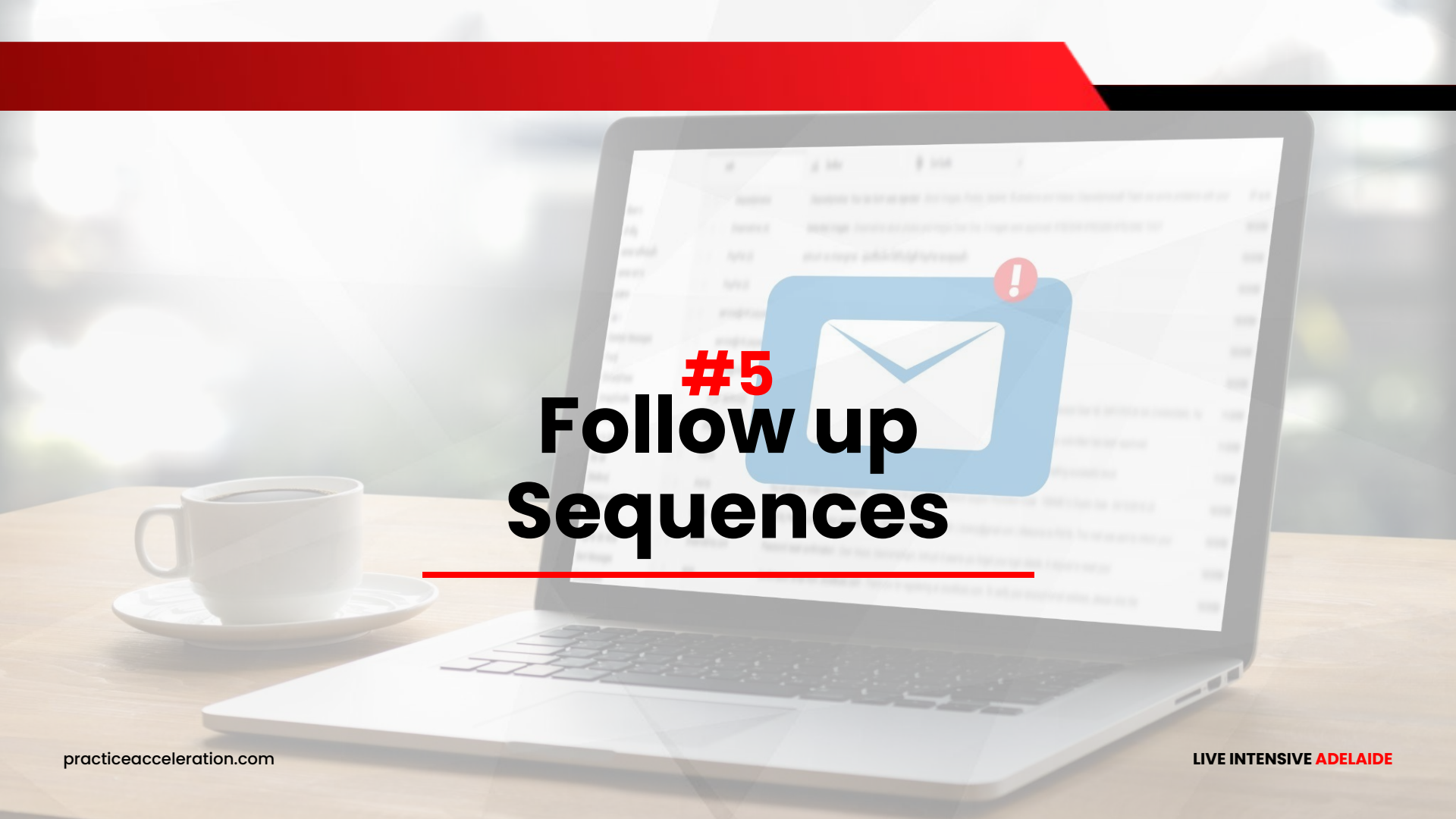
Facebook Campaign Setup
Ads: (IMAGE A | TEXT 1)
Creative:
Funnel link/ Form Links:
Pixels:
@practiceacceleration
Facebook Campaign Setup
Ad Account Name:
Campaign name: (Name | Campaign Type | Date)
Campaign objective: (Conversion, lead ad, traffic, video views, engagement etc)
Ad set audiences: (Name | Country| | Audience eg AUS-COLD)
Exclude audiences:
Budget (CBO/ABO)
Placements (eg: FB newsfeed, instagram etc)
@practiceacceleration
PRACTICE ACCELERATION
practiceacceleration.com

Budget

$10-$20 a day

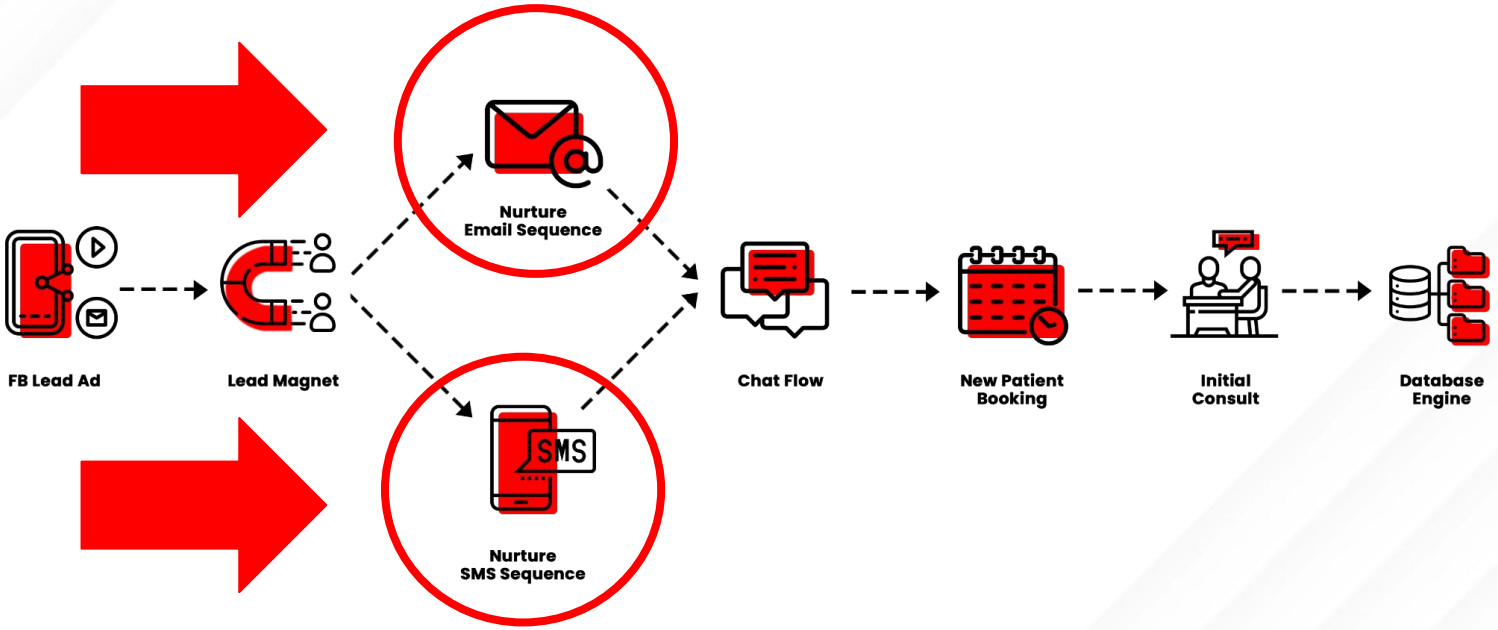
KC - Complete Tutorial on Using Lead Ads for Lead Magnet Campaign

Mario Paguio · 3 months ago



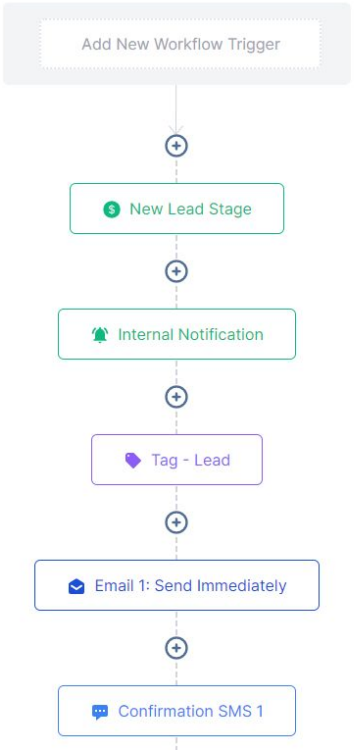
#5
Follow up Sequences

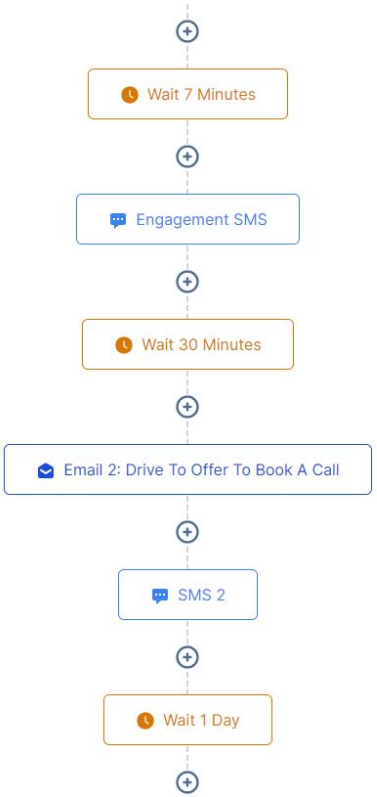
The New Patient Attraction Accelerator

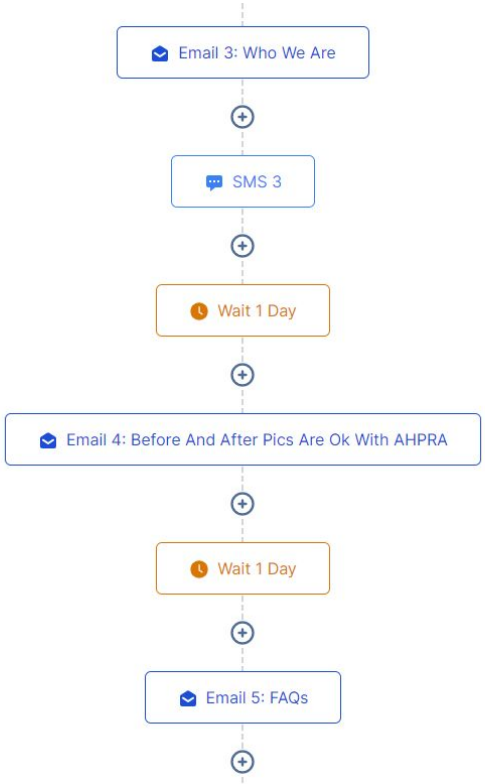


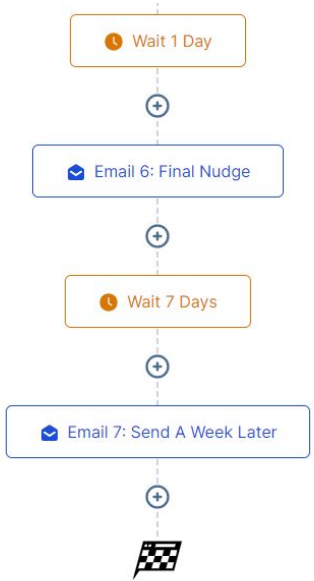
#6

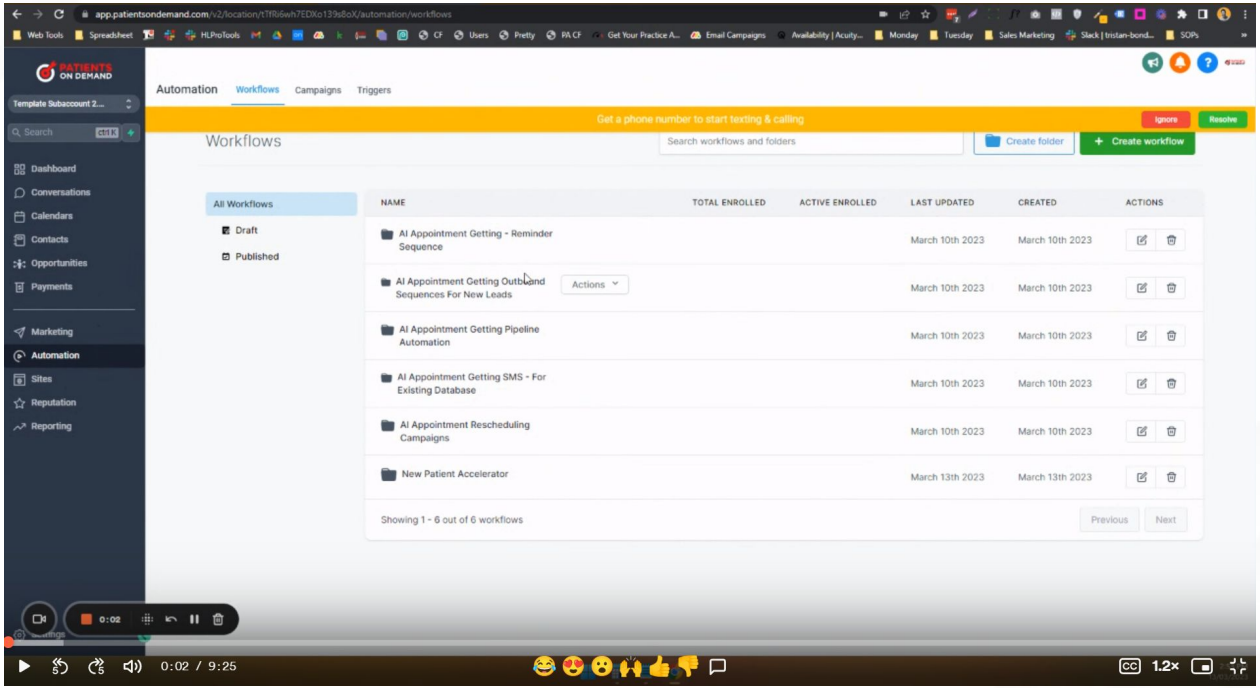
Integrations


Add New Workflow Trigger
New Lead Stage
Internal Notification
Tag - Lead
Email 1: Send Immediately
Confirmation SMS 1


Wait 7 Minutes
Engagement SMS
Wait 30 Minutes
Email 2: Drive To Offer To Book A Call
SMS 2
Wait 1 Day


Email 3: Who We Are
SMS 3
Wait 1 Day
Email 4: Before And After Pics Are Ok With AHPRA
Wait 1 Day
Email 5: FAQs


Wait 1 Day
Email 6: Final Nudge
Wait 7 Days
Email 7: Send A Week Later



https://www.loom.com/share/e9547c79195c4ac69b39144810ddab55

#7

Go LIVE!

In 2023 you must market on Facebook & build an asset

PRACTICE
ACCELERATION
RAPID PRACTICE GROWTH
facebook
Sign Up
THE FACEBOOK
APPOINTMENT ENGINE
Accountability
I just attended The
Facebook Appointment Engine Training
What I loved most about it was...
I will finalise my campaign on (insert day, date, time).
Let's dominate your market!

Next...

Next...

AUTOMATING YOUR MARKETING MACHINE

with Tristan Bond

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH