Paid Social Media Marketing: How to Get More Patients with a Bigger Bang for Your Buck

David W. Evans, PhD
Founder and CEO, Ceatus Media Group
www.ceatus.com
dwevans@ceatus.com
858-454-5505

• Employee and owner of Ceatus Media Group, a digital marketing company.
Why Facebook?

- Most popular social media platform
- Nearly 8 out of 10 online Americans use Facebook
- 76% of Americans who use Facebook visit on a daily basis
- 75% of Households with Income > $75K per Year Use FB Regularly.

Pew Research Center (November 11, 2016)
Google AdWords

- Driven by the search query (keywords) performed by the user
- Limited Demographic targeting (age, gender)
- Limited to text ads
- Typically more expensive

Facebook Ads
Facebook Ads

- Driven by Interactions and Interests
- Extensive demographic targeting
- Image and video driven
- Typically lower cost

Popular Types of Facebook Ads

- Page Likes
- Clicks to Website & Website Conversions
- Page Post Engagement

Facebook Page Like Ad

- Used to generate more Likes (and build your Facebook audience).
- The larger number of Likes you have, the greater reach your unpaid and paid efforts will have.
- Cornerstone to Facebook’s algorithm.
Clicks to Website and Website Conversions Ad

- Drives people to your website from FB (and hopefully convert!)
- Allows you to showcase content on your website that may be diminished on Facebook (e.g. a collection of videos, multiple pages of content)
- Also has a Like button
- Customizable CTA (Learn More, Book Now, Contact Us, Sign Up, etc.)
Page Post Engagement Ad

- Allows you to highlight individual Facebook Posts and amplify your message.
- Also has a Like button
- What could you boost:
  - Reviews!
  - Specials
  - Blog Posts (Content Marketing)
  - Events

1. Create a Campaign
2. Create an Audience

• This is where Facebook gets fun (and kind of creepy)

• You can refine by Location, Age, Gender, Language, Demographics, Interests, Behaviors

• All those things people Like, Comment on and Share? That is used to provide information to create an audience.

• ProTip: Use of Custom Audiences, Lookalike Audiences and Geofencing

Custom Audiences

http://www.zootle.com
Custom Audiences

- Custom Audiences allow you to:
  - Upload any current list of email addresses you have (past patients, visitors to an in-office event, etc.) and specifically target them.
  - Example: Have a list of people who emailed about a particular procedure, target them with a procedure specific ad.

Lookalike Audiences

- Lookalike Audiences allow you to:
  - Upload a current list of email address you have (past patients, visitors to an in-office event, etc.) and target Facebook users that have common qualities of the people on the list (demographic information or interests).
  - Helps you reach people who “look like” your current patient base and who might be interested in your services.
This allows you to specifically target a geographic area as small as a radius of 1 mile.

This is really effective, and we have used it to great success by being creative.

Ideas:
- Want to target millennials for LASIK? Geo-fence a local university.
- Want to run a specific ad based on a sporting or cultural event, Geo-fence the venue it is being held at. (Ex: $500 off LASIK for LA Dodgers fans, and then Geo-fence Dodger Stadium on game day.)
- Potential referral sources (OD offices). Geo-fence their office locations.

3. Set Placement and Budget
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- Go with Automatic Placements
- Budget Tips:
  - Start small at first
  - Set a daily budget (not a lifetime budget)
  - Set a start and end date
  - Facebook provides a lot of data on how your ad is doing
  - Have a great performing ad, increase the budget

4. Setting Up Your Ads!

Single Image Ad
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- **What Do You Need?**
  - High quality image or Video. We recommend the single photo/video option as we have seen higher conversions
  - Headline for your ad, Ad Text and Link Description
  - Make sure to set a Call To Action
  - Make sure it is tracked via your Facebook pixel!
  - Facebook has guidelines for each of these depending on the ad.

5. Reporting and Tracking
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- You can track ROI from Facebook advertising
- Setup the Facebook Pixel!
- Small snippet of code that needs to be installed on your website.
- Allows you to track numerous things (e.g., Contact Form Completion, Viewed Content)

Next Level

- You can take this even further
- Special contact forms can help you directly tie names of potential patients to those who clicked on your Facebook ads
- Tracking phone numbers can do the same
- Talk to your Social Media Marketing Company to get this set up.
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Contact
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Ceatus Media Group
Booth #2454

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