



PATIENT ACQUISITION PLAYBOOK / 2026 EDITION

Cosmetic Dental Patient Acquisition Playbook

Exact ad targeting, GBP setup, SMS review cadence, and the 90-day ramp we use for new cosmetic dental clients.

WHAT'S INSIDE

90-Day Ramp Framework (Foundation -> Activation -> Compounding)

5 Ad Targeting Plays: Veneers, Invisalign, Smile Makeover, Implants, Re-engagement

GBP Map-Pack Domination Checklist (28 items, dental-specific)

SMS Review Cadence + 4 message templates for dental milestones

Case study: 84 new cosmetic consults, \$165 CPA, 8.4x ROAS at Day 90

CareCredit financing messaging -- the hook that closes high-ticket cases

Who This Is For + Table of Contents

This playbook is written for:

- > Single-location or 2-3 location cosmetic dental practices in Florida (or anywhere in the US)
- > Owners producing \$500K-\$5M/year who want more high-value cosmetic cases without a \$10K agency
- > Practices offering veneers, Invisalign/aligners, smile makeovers, implants, or whitening
- > Owners who have run ads before but never tracked cost-per-booked-consult by case type
- > Practices getting reviews sporadically and losing cases to better-reviewed competitors

After reading this: implement 3 things this week -- no agency, no budget waste, no guessing.

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1. The Cosmetic Dental Patient-Acquisition Problem

Most cosmetic dental practices lose money on new patient marketing -- not because they charge too little, but because they have no idea what it costs to acquire a cosmetic case. Here is the math that changes how you think about every dollar you spend on advertising.

The LTV math every cosmetic dentist needs to know

Average cosmetic patient value (first case)	\$3,500 - \$12,000
Avg veneer case (6-8 veneers)	\$6,000 - \$10,000
Avg Invisalign/aligner case	\$4,000 - \$7,000
Avg full-arch implant case	\$18,000 - \$35,000
Avg patient lifetime visits + referrals	3-5 additional cases
Lifetime Value (LTV) per cosmetic patient	\$15,000 - \$45,000
Target Max CAC (LTV/10, conservative)	\$1,500 - \$4,500

Where cosmetic practices leak revenue

No call tracking

40-60% of consult bookings happen by phone. If you are not tracking which ad drove the call, you are optimizing for form fills while your best cases call and ghost the attribution model. Install CallRail. Dynamic numbers per ad source. This is a Week 1 non-negotiable.

Reviewing impressions instead of booked consults

Impressions, reach, and clicks are not business results. The ONLY numbers that matter: cost-per-booked-consult, show-up rate, and cost-per-accepted-case-plan. If your ad report does not show these three, your agency is hiding something.

No financing call-to-action in ads or on the landing page

CareCredit and Sunbit financing turn a \$8,000 veneer case into '\$267/month with 0% APR for 24 months.' Practices that lead with monthly payment options see 30-40% higher consult-to-case acceptance rates. If your ads mention the full case price but not the monthly option, you are filtering out your best patients.

Collecting reviews manually (or not at all)

Google's local pack algorithm ranks you higher when you have more recent reviews. Practices with 50+ reviews at 4.7+ get 30-40% more map clicks than competitors at 20 reviews. Automated SMS review requests after every appointment take 10 minutes to set up and compound forever.

1. The Cosmetic Dental Patient-Acquisition Problem (continued)

Before you spend a dollar on ads, set your CAC ceiling by case type. This single number protects you from the most common cosmetic dental mistake: spending until the bank account hurts, then stopping before the cases close.

CAC benchmarks by case type

Case Type	CAC Range	Target	Note
Veneers (6-8 unit case)	\$150 - \$350	\$220	High ticket. 1 case pays 15-20x CAC. Always-on.
Invisalign / Clear Aligners	\$120 - \$280	\$185	Repeat referrer. Aligner starts drive whitening + retainers.
Smile Makeover (full-mouth)	\$200 - \$450	\$280	Highest LTV. Slower close. Worth protecting CAC.
Dental Implants (single)	\$180 - \$380	\$260	Intent-driven. Google Search outperforms Meta.
Re-engagement (past consults)	\$30 - \$80	\$50	Cheapest acquisition you will ever get. Do this first.

The kill-switch rule

If Day-21 blended CPA exceeds \$300 -- pause all spend immediately and diagnose.

Do not adjust budgets blindly. Do not try a new headline first. Pause. Then audit: Which ad set has the worst CPL? Is landing page conversion below 15%? Is your financing offer (CareCredit/Sunbit monthly payment) prominently featured? Fix the root cause, then re-enable. Spending through a broken CAC is how practices lose \$10K-\$20K in a quarter with nothing to show for it.

What a healthy month looks like at \$3,000 ad spend

Ad spend	\$3,000/mo
Avg CPL (form + call)	\$45 - \$85
Leads generated	35 - 67
Consult booking rate	35 - 50%
Booked consults	12 - 33
Show-up rate	65 - 75%
Consults that show	8 - 25
Case acceptance rate	45 - 60%
New cosmetic cases	4 - 15
Blended CPA at midpoint	~\$165

2. The 90-Day Ramp Framework

Three phases. Each builds on the last. Skipping Phase 1 is the most common mistake -- practices launch ads before GBP is optimized, tracking is wired, or reviews are collecting. That is how you spend \$5K and get 3 leads.

DAY 1-30

FOUNDATION

GBP optimization, CallRail setup, ReviewEngine SMS install, tracking stack (Meta CAPI + GA4 + Google Ads), landing page build, CareCredit partner badge and monthly payment CTA configured. No paid spend until green on all 5.

End state: Every lead is tracked. GBP is fully built. Financing CTA is live on your landing page.

DAY 31-60

ACTIVATION

Launch Google Search (veneers + implants + Invisalign intent). Launch Meta lead-form ads (lookalike + interest targeting). Test 3 creative angles. Include CareCredit monthly payment in every ad. Daily CPL check.

End state: First 12-25 booked consults. CPA measured. Winning ad sets identified.

DAY 61-90

COMPOUNDING

Retargeting goes live (90-day pixel audience). SMS review cadence running. GBP posts weekly. Scale winning ad sets 20% per week. Kill losers. Re-engagement to past consults who did not book.

End state: Predictable case flow. Reviews compounding. Map-pack rank improving.

3. Day 1-30: Foundation

Before one dollar of ad spend goes live: optimize your Google Business Profile, install call tracking, and automate review collection. These three steps alone will lift your organic bookings 15-30% within 60 days.

Google Business Profile -- Full Optimization Checklist

Complete every item before launching ads. GBP drives 40-60% of consult calls for local cosmetic practices.

- Claim and verify your GBP listing (takes 2-5 days for postcard or video verification)
- Set primary category to 'Cosmetic Dentist' -- NOT just 'Dentist' or 'Dental Clinic'
- Add all secondary categories: Teeth Whitening Service, Orthodontist, Dental Implants Periodontist
- Write a 750-character keyword-rich business description (include city + key services: veneers, Invisalign, implants)
- Upload 20+ photos: reception, treatment rooms, staff, before/after smile photos (HIPAA-compliant consent required)
- Add all services with descriptions: Porcelain Veneers, Invisalign, Smile Makeover, Dental Implants, Whitening
- Set hours accurately -- include Saturday hours if you offer them (high cosmetic patient demand)
- Add your booking link in the 'Appointments' field (NexHealth, Weave, or your scheduling tool)
- Enable messaging (respond within 1 hour -- Google tracks response time)
- Add financing badge/attribute: 'CareCredit Accepted' -- this is a discoverability signal for cost-conscious searchers
- Answer ALL Google Q&A questions -- add your own FAQs with keyword-rich answers (pricing, financing, process)
- Create your first GBP Post (smile transformation offer or free consult event) before going live
- Set up weekly GBP posts on a schedule (minimum 1x/week)
- Add products: list your top 3-5 services as GBP products with photos and price ranges
- Request removal of any fake/negative reviews via GBP flag process

3. Day 1-30: Foundation (continued)

CallRail Setup -- 30 Minutes to Full Call Tracking

CallRail gives you a dynamic phone number per traffic source. When a patient calls from your Google ad, you see it. When they call from your GBP, you see it. Without this, 40-60% of your best cases are invisible.

Sign up: callrail.com -- \$45/mo for the entry plan. Worth every dollar on a \$6,000 veneer case.

Create a number pool: 4-6 numbers minimum. CallRail rotates them based on traffic source.

Install the JS snippet: Paste 1 line of JavaScript on every page of your site. Takes 5 minutes.

Create source groups: Google Ads / Meta Ads / Organic / GBP / Direct -- one group per source.

Set call recording: Enable with consent disclosure. Recordings become training data for your front desk.

Connect to Google Ads: Link your CallRail account to Google Ads. Calls auto-import as conversions.

Set conversion threshold: 60-second minimum call duration = a real cosmetic lead. Under 60 seconds is likely a misdial.

ReviewEngine SMS Install -- Automated Review Collection

ReviewEngine sends an automated SMS to every patient 2 hours after their appointment. One tap links directly to your Google review page. Practices that automate this collect 8-12x more reviews than those that ask manually -- and cosmetic patients with great results are highly motivated to share.

Connect your practice software: We support Dentrax, Open Dental, Eaglesoft, Curve Dental, and manual CSV upload.

Set trigger timing: 2 hours post-appointment = highest response rate. Do not send same-day or next-day.

Configure message template: See Section 8 for the exact SMS templates tuned for dental milestones.

Set Google review link: Your GBP short link (maps.app.goo.gl/...). This field is required.

Turn on AI owner responses: Our AI drafts a response to every review within 15 min. You approve or auto-post.

Set escalation alert: 3 stars or below -> immediate email alert to owner. Respond within 4 hours.

Foundation checkpoint: GBP live, CallRail tracking calls, ReviewEngine collecting reviews. NOW you can run ads.

4. Day 31-60: Activation -- Google Search + PMax

Google Search captures demand that already exists. Someone typing 'veneers near me' or 'Invisalign cost [city]' is actively shopping. Start here before Meta -- it is more expensive per click but cheaper per booked cosmetic case.

Campaign Structure for Cosmetic Dental Practices

Campaign 1:	Cosmetic Intent (Veneers + Smile)	Budget: \$900/mo	Bid: Maximize Conversions (call + form)
■	Ad Group 1A -- Veneers: 'porcelain veneers near me', 'veneers cost [city]', 'smile veneers dentist', 'teeth veneers [city]'		
■	Ad Group 1B -- Smile Makeover: 'smile makeover near me', 'cosmetic dentist [city]', 'full smile transformation'		
■	Ad Group 1C -- Whitening/Bonding: 'teeth whitening near me', 'dental bonding [city]', 'smile design dentist'		

Campaign 2:	Invisalign + Implants	Budget: \$700/mo	Bid: Maximize Conversions
■	Ad Group 2A -- Invisalign: 'Invisalign near me', 'clear aligners [city]', 'Invisalign cost', 'adult braces near me'		
■	Ad Group 2B -- Implants single: 'dental implants near me', 'tooth implant cost [city]', 'implant dentist'		
■	Ad Group 2C -- Implants full-arch: 'All-on-4 near me', 'teeth in a day [city]', 'full mouth implants cost'		

Campaign 3:	PMAX (Performance Max)	Budget: \$400/mo	Bid: Target ROAS 400%
■	Feed all your best assets: headlines, descriptions, smile transformation images, video tours		
■	Let Google optimize across Search, Display, YouTube, Maps, Gmail simultaneously		
■	Add audience signals: website visitors, customer list, in-market for dental services		

Add these negatives on Day 1 -- or you will burn budget on junk:

jobs, salary, school, dental assistant course, certification, DIY, home kit, Amazon, cheap, free, Medicaid, pediatric

4. Day 31-60: Activation -- Meta Lead-Form Ads

Meta (Facebook + Instagram) generates demand from people who are not actively searching -- yet. The key is before/after visual creative and a compelling financing offer. Lead-form ads keep the user inside Meta -- higher completion rate than sending to a landing page.

Ad Set Structure

Ad Set 1: Lookalike -- Past Cosmetic Patients \$500/mo

Upload your past cosmetic patient list (first name, last name, email, phone). Meta builds a 1% lookalike of people who look just like them demographically. This is your best-performing cold audience -- always run it first.

Ad Set 2: Interest Targeting \$600/mo

Interests: cosmetic procedures, teeth whitening, dental health, wedding planning, confidence/self-improvement. Layer with income: household income top 25%. Age: 25-55, gender-inclusive (align with your actual patient demographic). Radius: 12-18 miles from your location.

Ad Set 3: Retargeting -- Warm Traffic \$300/mo

Website visitors (last 90 days) + video viewers (50%+ of your ads) + Instagram/Facebook page engagers (last 60 days). These people already know you. Use social proof creative (smile transformations, reviews, financing CTAs).

3 Creative Angles That Convert for Cosmetic Practices

Pain Point (best for cold traffic)

Hook: 'Still hiding your smile in photos?' -- Body: Address the emotional pain, not the procedure. What does she feel when she sees the group photo? -- CTA: 'Book a free smile consult -- see your transformation first.'

Social Proof (best for warm traffic)

Hook: Real patient quote with result: 'I finally smiled at my daughter's wedding...' -- Body: 3-4 recent Google review snippets. Star ratings. Before/after if consented. -- CTA: 'Join 180+ patients who transformed their smile at [Practice Name].'

Financing Hook (best for retargeting and high-ticket cases)

Hook: 'Veneers from \$267/month -- no credit check required.' -- Body: CareCredit 0% APR for 24 months. Case value broken down into monthly payment. How it works in 2 steps. -- CTA: 'Check your financing options -- takes 30 seconds.'

5. Day 61-90: Compounding

By Day 60, you have data. You know which ad sets win, which keywords convert, and what your actual CPA is per case type. Now you compound: retargeting, review flywheel, map-pack climb.

Retargeting Architecture

Build these three retargeting audiences in both Meta and Google before Day 30 -- they need time to populate. By Day 60, you have 1,000+ warm prospects ready.

90-day website visitors:

Anyone who landed on your site. Exclude current patients. Show smile transformation creative.

Video viewers (25%+):

People who watched at least 25% of your video ads. They are interested -- push them toward the consult.

Instagram/Facebook engagers (60 days):

Profile visitors, post saves, story replies. High-intent. Show your strongest financing offer.

Email list / past consult list (custom audience):

Upload past patients + unconverted consults. Exclude active patients. Use for re-engagement offers ('Still thinking about your smile transformation? We have 3 spots this month.').

GBP Map-Pack Tactics for Day 60-90

- Post 2x/week on GBP: one educational post (cosmetic tip or before/after), one offer/booking post
- Reply to EVERY review within 4 hours (keyword-rich: mention procedure + city)
- Add 5+ new photos per month -- smile transformations drive map-pack engagement
- Add a new service or product listing monthly (seasonal whitening promo, Invisalign special)
- Answer all Q&A questions within 24 hours -- add CareCredit financing Q&A proactively
- Check 'Insights' weekly -- track search queries and fix any missing keywords

Scaling Rules -- Do Not Break These

Max budget increase per week:	20%. Anything more triggers Google's learning phase reset.
Kill an ad set when:	CPL exceeds 2x target for 7 consecutive days. No exceptions.
Launch new creative when:	CTR drops below 1% on an ad running >14 days.
Add new audiences when:	Primary audience frequency exceeds 3.5 (too much repetition).
Pause for review when:	Month 2 blended CPA is higher than Month 1. Find the leak before scaling.

5. Day 61-90: Compounding (continued)

Here is what the numbers look like when all three phases are running correctly together at a single-location Florida cosmetic dental practice with \$3,000/mo in ad spend.

Month 3 Benchmark Targets (per location)

Metric	Target	Note
Google Ads CPL	\$55 - \$100	Search only. Excludes PMax.
Meta Ads CPL	\$35 - \$70	Lead form. Landing page CPL is 20-30% higher.
Blended CPL (all channels)	\$45 - \$85	Your #1 weekly metric.
Consult booking rate	35 - 50%	Form fills that become booked appointments.
Show-up rate	65 - 75%	Reminder SMS sequences lift this to 80%+.
Case acceptance rate	45 - 60%	Consults that become accepted treatment plans.
New cosmetic cases (Month 3)	10 - 22	With \$3,000 spend and full compounding.
GBP impressions growth	+40-80% vs Month 1	From weekly posts + review velocity.
New Google reviews	8 - 20/mo	From automated SMS review requests.
Average star rating (target)	4.7+	Below 4.5 = map-pack rank penalty.
Cost per booked case	\$130 - \$220	This is your CPA. Target: under \$300.
Estimated new production added	\$35,000 - \$130,000	At \$1,395-\$6,000+ avg cosmetic case value.

The compounding effect: Month 3 is 2-3x more efficient than Month 1.

Reviews accumulate (more organic bookings, lower paid CPA). Retargeting audiences grow (cheaper conversions on past consults). GBP rank improves (free map-pack traffic). By Month 3, 30-40% of your new cases should come from organic/map-pack -- at zero ad cost.

6. The 5 Ad Targeting Plays

Each play covers: search keywords, Meta audience signals, budget split, creative angle, and 2 sample ad copy variations. CareCredit financing is the secondary hook in every play -- do not bury it.

Play 1: Veneers (Cosmetic Transformation)

Keywords (Google)	Meta Signals	Budget Split	Target CPA
'veneers near me' (exact)	Cosmetic surgery interest	65% Google / 35% Meta	\$150 - \$280
'porcelain veneers [city]'	HHI top 25%, Age 28-55		

Ad Copy Variations:

Var A (Transformation) | Headline: 'Porcelain Veneers -- [City] Cosmetic Dentist' | Body: 'Perfect smile in 2 visits. CareCredit financing from \$267/month. Free consultation -- see your new smile before you commit.' | CTA: Book Free Consult

Var B (Social Proof) | Headline: '4.9 Stars -- 200+ Smile Transformations in [City]' | Body: 'Our patients say it best: "I finally love my smile." CareCredit accepted. See why 200+ locals chose [Practice Name].' | CTA: See Results

Play 2: Invisalign / Clear Aligners

'Invisalign near me' (exact)	Teeth straightening interest	55% Google / 45% Meta	\$120 - \$220
'clear aligners [city]'	Age 22-48, Income HHI top 30%		

Ad Copy Variations:

Var A (Monthly Payment) | Headline: 'Invisalign [City] -- From \$189/Month' | Body: 'Straighten your teeth invisibly. No metal. No one notices. CareCredit 0% APR financing. Free consult + digital smile preview.' | CTA: Book Free Consult

Var B (Before/After) | Headline: 'Straight Teeth in 6-18 Months -- [City]' | Body: 'No braces. No office every 6 weeks. See your projected result at the free consult. CareCredit accepted.' | CTA: See Patient Smiles

6. The 5 Ad Targeting Plays (continued)

Play 3: Smile Makeover (Full-Mouth Cases)

'smile makeover near me' Wedding/milestone events 45% Google / 55% Meta \$200 - \$400
'cosmetic dentist [city]' HHI top 15%, Age 30-55

Ad Copy Variations:

Var A (Event Hook): Headline: 'Your Dream Smile Before the Big Day -- [City]' | Body: 'Wedding? Reunion? Big birthday? Our smile makeover patients love their results in time. CareCredit financing from \$399/month.' | CTA: Free Smile Consult

Var B (Confidence): Headline: 'Transform Your Smile Completely -- [City]' | Body: 'Veneers, whitening, contouring -- coordinated for a total transformation. See 200+ real results. CareCredit accepted, 0% APR options available.' | CTA: See Transformations

Play 4: Dental Implants (Single & Full-Arch)

'dental implants near me' Dental procedure in-market 70% Google / 30% Meta \$180 - \$340
'All-on-4 near me' (phrase) HHI top 20%, Age 40-65

Ad Copy Variations:

Var A (Permanent Solution): Headline: 'Permanent Dental Implants -- [City]' | Body: 'Missing teeth fixed for life. No dentures. No adhesives. CareCredit financing from \$199/month. Free implant consult.' | CTA: Book Free Consult

Var B (Full-Arch): Headline: 'Teeth in a Day -- All-on-4 [City]' | Body: 'Leave with a full set of teeth in one day. All-on-4 implants from [Practice Name]. CareCredit accepted. Limited monthly consult slots.' | CTA: Check Availability

Play 5: Re-Engagement (Past Consults Who Did Not Book)

Not Google-driven Customer list (90-365 days) 100% Meta retargeting \$30 - \$70

Ad Copy Variations:

Var A (Financing Update): Headline: 'Still Thinking About Your Smile?' | Body: 'CareCredit 0% APR for 24 months makes it easier than ever. We have 4 consult slots open this month. No credit check required to apply.' | CTA: Book Now

Var B (New Spot): Headline: 'We Saved You a Spot, [First Name]' | Body: 'A cancellation just opened up this week. If you were considering veneers or Invisalign, this is your opening. Spots fill fast.' | CTA: Claim Spot

6. The 5 Ad Targeting Plays -- Budget & Creative Specs

Here is how to split a \$3,000/mo ad budget across the 5 plays if you are launching all case types. Adjust based on which cases have the highest margin and your current chair capacity.

Suggested Budget Allocation at \$3,000/mo

Ad Play	Budget	% of Total	Note
Play 1: Veneers	\$800	27%	Highest value case. Always-on. Financing CTA required.
Play 2: Invisalign	\$600	20%	Recurring referrer. Drives aligner + whitening upsells.
Play 3: Smile Makeover	\$500	17%	Highest total case value. Slower close, bigger profit.
Play 4: Dental Implants	\$500	17%	Intent-driven. Google Search outperforms here.
Play 5: Re-engagement	\$200	7%	Cheapest CPA. Past consults are pre-warmed.
Retargeting (all plays)	\$400	13%	90-day pixel audience across all campaigns.

Creative Specs -- What to Build on Day 1

Meta image ads:

1080x1080px (square) for feed + 1080x1920px (story). Smile transformation before/after is your highest-converting creative. Always include CareCredit financing call-out and your practice name.

Meta video ads:

15-30 seconds max. First 3 seconds must hook -- lead with the smile, not the procedure. Captions always on (80% of Meta video watched on mute). Vertical (9:16) preferred for Stories/Reels.

Google Responsive Search Ads:

15 headlines (30 chars max each) + 4 descriptions (90 chars each). Include city name in at least 3 headlines. Include a financing hook ('from \$X/month') in at least 1 headline. Include a CTA in at least 2 headlines ('Book Free Consult', 'See Financing Options').

Google PMax assets:

Landscape image 1200x628px, square image 1200x1200px, logo 1:1. 5 headlines, 5 long headlines (90 chars), 5 descriptions. A 10-second smile transformation clip dramatically improves PMax performance.

6. The 5 Ad Targeting Plays -- Testing & Optimization

The difference between a \$120 CPA and a \$350 CPA is almost always creative and offer testing. Here is the exact testing cadence we run for every new cosmetic dental client.

Week-by-Week Optimization Cadence

Week 1 (Days 1-7)

Launch 3 ad sets, 2 creatives each (6 ads total). \$20-25/day per ad set. Do not touch anything. Let Google/Meta gather data. Check for disapproved ads only.

Week 2 (Days 8-14)

Review CPL by ad set. Kill any ad set with CPL > 3x target and less than 3 leads. Kill any individual ad with CTR < 0.8% (Meta) or CTR < 3% (Google Search). Pause -- do not delete (keeps historical data).

Week 3 (Days 15-21)

Scale winning ad sets: increase budget 20%. Launch 2 new creative variations based on what won in Week 1-2. If Google Search CPL is strong, add 10-15 new keywords from Search Terms report. Critical: if Day-21 blended CPA > \$300, pause all spend and diagnose root cause.

Week 4 (Days 22-30)

First full CPA calculation. Total ad spend / total new booked consults. If CPA is within target: scale to next phase budget. If CPA is above target: identify root cause (CPL? booking rate? show-up rate? financing offer missing?) before scaling.

Month 2+

Monthly creative refresh. Kill any creative running 30+ days with declining CTR. Every 6-8 weeks, refresh landing page headline and CTA. Quarterly: full funnel audit (CPL -> booking rate -> show-up -> case acceptance -> production value).

The rule we do not break: never scale what you have not tested.

Every 20% budget increase resets the learning phase. Scale only when CPL is stable for 7 consecutive days. Patience in Month 1 = profit in Month 3.

7. GBP Map-Pack Domination Checklist

The Google local pack (3-pack) drives 40-60% of consult calls for local cosmetic practices. Your GBP rank is determined by: relevance (categories + services), distance (radius from searcher), and prominence (reviews, posts, photos, completeness). Every item below moves the needle. Complete all 28 before running paid ads.

Profile Completeness (Do Once)

- Primary category set to 'Cosmetic Dentist' (NOT just 'Dentist' or 'Dental Clinic')
- All secondary categories added: Teeth Whitening Service, Orthodontist, Dental Implants Periodontist
- Business name is exactly your legal/brand name -- no keyword stuffing (violates Google ToS)
- Address matches exactly what is on your website and all directories
- Phone number is local (not toll-free) -- Google trusts local numbers more
- Website URL is your location-specific page, not your homepage (if multi-location)
- Service area set correctly (city + surrounding 10-15 mile radius)
- 750-character business description with 2-3 target keywords naturally embedded (veneers, Invisalign, implants, city)
- All cosmetic services listed with individual names, descriptions, and prices or price ranges
- Hours accurate including Saturday hours and holiday variations
- Booking link active and tested (links to your NexHealth, Weave, or scheduling page)
- CareCredit accepted attribute checked -- high discoverability signal for financing-conscious searchers
- All payment methods listed

7. GBP Map-Pack Domination Checklist (continued)

Media -- Ongoing Monthly

- 20+ photos uploaded at launch: reception (2-3), treatment rooms (3-4), staff (2-3), equipment (2-3), smile before/after (5+)
- Add 5+ new photos per month -- Google timestamps photos and rewards freshness
- Cover photo is a professional interior or branded exterior shot -- not a logo
- Minimum 5 HIPAA-consented before/after smile photos (veneers, Invisalign, whitening, implants)
- 360 virtual tour added if available (boosts click-through rate 30-40%)
- At least 1 video uploaded (15-30 second office tour, patient testimonial, or treatment overview)

Reviews -- The Single Biggest Ranking Factor

- Automated SMS review request live (triggered 2 hours post-appointment -- see Section 8)
- Respond to every review within 4 hours -- include the procedure name and city in your response
- Flag and dispute any fake or spam reviews via GBP dashboard (3-5 day resolution)
- Reply template for 5-star: '[Name], thank you! We loved helping you achieve your [veneers/Invisalign] smile in [city].'
- Reply template for 3-star or below: 'We are sorry to hear this. Please call us at [phone] so we can make this right.'
- Target: 4.7+ stars average with 50+ reviews before running ads (map-pack baseline)

Posts -- Weekly Cadence

- Minimum 1 GBP post per week (rotate: smile transformation, financing offer, patient milestone, new service)
- Offer post: specific financing offer, expiration date, and 'Book Free Consult' button
- What's New post: new technology (digital smile design tool, same-day implants), new team member
- Before/after post: one HIPAA-consented smile case per month (highest engagement of any content type)
- Product post: feature one service per week with photo, description, and CareCredit monthly payment callout
- Each post headline includes your target keyword + city: 'Veneers [City] -- Financing Available'
- Reply to all Google Q&A within 24 hours -- add your own: 'Do you accept CareCredit? Yes, 0% APR options available.'

Total: 28 items. Complete all 28 before running paid ads. GBP is free traffic -- protect it.

8. SMS Review Cadence

Automated SMS review requests are the highest-ROI marketing activity a cosmetic practice can run. Zero ad spend. Permanent compounding effect. Takes 30 minutes to set up. Dental patients who love their new smile are highly motivated to share -- make it effortless.

Timing Windows -- When to Send

2 hours post-appointment	BEST	Patient is home, result is fresh, emotions are positive. 35-40% review rate.
Same-day evening (7-8 PM)	GOOD	If 2-hour window missed. Still 20-25% review rate.
Next morning (9-10 AM)	OK	Last resort. Review rate drops to 10-15%. Patient has mentally moved on.
48 hours+	AVOID	Do not send. Patient has forgotten the experience. Risk of feeling spammed.

Message Templates -- 4 Dental-Specific Templates

Post-Cleaning / Routine Visit (2-hour trigger):

*Hi [FirstName], thanks for coming in today! If you have a minute, we would love your feedback. It helps other [City] patients find us: [Google Review Link]
-- [Practice Name] team*

Post-Cosmetic Procedure (veneer/bonding/whitening -- 2-hour trigger):

*Hi [FirstName], hope you are loving your new smile! Your review helps other patients in [City] find the confidence you just found: [Google Review Link]
If anything feels off, just reply here -- we want it perfect.*

Post-Invisalign Milestone (mid-treatment check-in + review request):

Hi [FirstName], you are halfway through your Invisalign journey -- and your smile is already changing! Would you share your experience so far? It means a lot to future patients: [Google Review Link]

Post-Implant Follow-Up (7-14 days after placement):

*Hi [FirstName], checking in after your implant procedure. How are you feeling? If you are happy with how things are going, a quick review helps others in [City] find us: [Google Review Link]
If you have any concerns, reply here or call us at [Phone] -- we are here for you.*

9. Tracking & Reporting Stack

Most cosmetic dental owners look at the wrong numbers. Here is what to track, what to ignore, and the exact tools that make your data reliable despite iOS privacy changes.

What to Measure (and What NOT to)

Track these:

Metric	Why
Cost-per-booked-consult	The primary metric. All roads lead here.
Show-up rate	Low show-up = bad lead quality OR weak confirmation sequence.
Case acceptance rate	Below 40% = pricing/financing presentation problem, not an ad problem.
Cost-per-accepted-case	The real CPA. Tracks production value impact.
Return on Ad Spend (ROAS)	Target: 4:1 minimum. 8:1+ is excellent for cosmetic cases.
GBP: calls + direction reqs	These are free conversions from organic. Track separately.
Review velocity (per month)	Reviews per month trend. Should increase every month.

Stop measuring these (they lie):

- Impressions (vanity metric -- 100K impressions with 0 consults = 0 production)
- Reach (same issue as impressions)
- Engagement rate on social posts (likes are not booked cases)
- Website sessions without tied conversion data
- CTR alone without conversion rate context

The Tool Stack

CallRail	\$45/mo	Call tracking per source. Plugs the 40-60% attribution gap on cosmetic calls.
Meta Pixel + CAPI	Free	Server-side events solve iOS 14 attribution loss.
GA4	Free	Session + goal tracking. Connect to Google Search Console.
Google Ads	% of spend	Enhanced conversions for better match rate on high-value cases.
Looker Studio	Free	Pulls all sources into one owner-readable dashboard.
ReviewEngine	Included	SMS review automation + AI owner responses + GBP monitoring.

10. Anonymized Case Study

CASE STUDY -- SOUTH FLORIDA COSMETIC DENTAL PRACTICE

84 New Cosmetic Consults in 90 Days \$165 CPA / 8.4x ROAS

Single-location cosmetic dental practice, Boca Raton, FL -- client name anonymized

The Situation (Day 1)

A single-location cosmetic dental practice in Boca Raton had been running Google Ads for 18 months with an in-house office manager managing the campaigns. Monthly ad spend: \$3,200. Results: 5-7 cosmetic consults per month. Blended CPA: \$514. No call tracking, no retargeting, no GBP posts in 11 months, 28 Google reviews at 4.3 stars, and no financing CTA on the landing page. The practice was producing high-quality cosmetic work but could not scale case volume.

What We Did -- The 90-Day Execution

Days 1-7: Audit:

Pulled campaign history. Found: 71% of spend going to broad match keywords with 0 cosmetic conversions. GBP showing wrong hours and no before/after photos. Review link not configured. CallRail not installed. Landing page had no CareCredit financing option or monthly payment breakdown.

Days 8-21: Foundation rebuild:

Restructured Google campaigns to exact + phrase match targeting veneers, Invisalign, and implant keywords. Installed CallRail with 6-number pool (60-second threshold for cosmetic leads). Fixed GBP hours, added 18 smile photos, wrote fresh keyword-rich business description. Installed ReviewEngine -- SMS triggers live in 48 hours. Added CareCredit monthly payment CTA to landing page headline.

Days 22-30: Creative and offers:

Wrote 3 new RSA variations for Google, 4 new Meta ad sets (lookalike + 2 interest + retargeting). Created offer: 'Free smile consultation + complimentary digital smile preview.' Rebuilt landing page (removed 7 form fields, kept 3: name, phone, service interest). Added CareCredit financing widget. Conversion rate went from 7% to 19% immediately.

Days 31-60: Activation and optimization:

Launched Meta at \$900/mo. Google Search at \$1,400/mo. Retargeting at \$500/mo. First 30 days: 48 booked consults at \$62 CPL. Killed 2 Meta ad sets at Day 14 (CPL \$220+). Scaled 3 winning sets 20% each. Re-engagement campaign launched to 340 past consults who had not booked.

Days 61-90: Compounding:

Reviews: 19 new 5-star reviews in 60 days from ReviewEngine SMS. GBP went from 4.3 to 4.8. Map-pack impressions up 67%. PMax launched at \$400/mo, immediately generating \$7.10 ROAS. Retargeting audience hit 980 warm prospects. Re-engagement campaign: 22 past consults rebooked.

10. Anonymized Case Study -- Results

The Numbers at Day 90

Metric	Result	vs Baseline
Total new cosmetic consults (90 days)	84	vs 17 in prior 90 days
Total ad spend	\$13,900	avg \$3,200 + \$1,600 management fee
Cost per acquired consult (CPA)	\$165	down from \$514 at baseline
ROAS (total revenue / ad spend)	8.4x	\$117,000 revenue on \$13,900 spend
Avg first-90-day case value	\$1,395	mix of Invisalign, veneers, whitening
Google Ads CPL	\$58	search only
Meta Ads CPL	\$44	lead form
Consult booking rate	46%	up from 19% at baseline
Show-up rate	72%	SMS reminders added Day 30
Case acceptance rate	56%	offer restructure + CareCredit CTA + simpler form
New Google reviews	29	in 90 days (0 in prior 90)
Google star rating	4.3 -> 4.8	map-pack rank improved
GBP map-pack impressions	+67%	from review velocity + weekly posts
Organic calls (GBP)	+38%	free conversions from map-pack

What Made the Difference

- > Cutting broad match waste reduced wasted spend by 71% on Day 1.
- > CallRail revealed that 58% of cosmetic consult bookings were happening by phone -- invisible before.
- > Adding CareCredit monthly payment to the landing page lifted case acceptance from 38% to 56%.
- > Simplifying the form (7 fields -> 3) lifted landing page conversion from 7% to 19%.
- > ReviewEngine: 29 new reviews in 90 days compounded map-pack rank independently of ad spend.

These results are real but not guaranteed. Every market and practice is different. Average new client results: 20-50 new cosmetic con

11. Common Mistakes Cosmetic Dental Practices Make

After running patient acquisition for dozens of cosmetic dental practices, the same mistakes appear in the same order. Here are the 10 that cost the most cases.

1 Running ads before GBP is complete

A patient clicks your ad, checks your GBP, sees 9 reviews at 4.2 stars and no smile photos. They book your competitor instead. Fix GBP first. Always.

2 Using broad match keywords without negatives

Broad match on 'veneers' will serve your ads to 'veneers cost lawsuits,' 'veneers DIY kit,' and 'dental veneers broken.' Add 30+ negative keywords before you go live.

3 No financing call-to-action on the landing page

A \$8,000 veneer case feels huge. '\$267/month with 0% APR for 24 months' feels manageable. If your landing page does not show the monthly payment option, you are filtering out the exact patients who need financing to say yes. Add the CareCredit CTA in Week 1.

4 Sending traffic to the homepage

A homepage is built for everyone. An ad landing page should be built for one person with one intent. Veneers ad -> veneers page. Invisalign ad -> Invisalign page. Homepages convert at 2-4%. Dedicated landing pages convert at 12-22%.

5 Not tracking phone calls

Seen this at almost every new account: \$5,000/mo in Google Ads reported '9 conversions' but the front desk logged 52 new cosmetic inquiry calls that month. The gap was all phone calls, invisible in the dashboard. Install CallRail on Day 1.

6 Stopping ads when the schedule is full

Ads need 4-8 weeks to optimize. Stopping resets the algorithm. When you restart, you pay learning-phase prices again. If the schedule is full, pause one ad set -- never turn the whole account off.

7 Running the same creative for 90 days

Ad fatigue is real. On Meta, frequency above 3.5 means your audience has seen your ad 3.5 times. CTR drops, CPL rises. Refresh cosmetic creative every 4-6 weeks minimum. Before/after creative especially fatigues fast -- rotate patient cases monthly.

8 Fumbling the consult call (front desk problem, not an ad problem)

You can drive 50 cosmetic inquiries per month and still close 5 cases if your front desk cannot answer 'How much do veneers cost?' with a confident monthly payment answer. See callout box below.

9 Ignoring past consults who did not book

A patient who consulted 90-180 days ago costs \$30-\$70 to re-engage, vs \$165+ for a brand new case. They already trust you. They likely stalled on price. A re-engagement sequence with a CareCredit financing hook is the highest-ROI activity in this playbook.

10 Choosing agencies on price instead of process

Ask any agency before you hire: What is your CPA reporting process? What is your call tracking setup? How do you present CareCredit in your ad creative? If they cannot answer in 30 seconds each, keep walking.

INTAKE CALL SCORER -- Don't fumble a \$30K veneer or implant case at the front desk.

Every consult call is scored by AI for missed price questions, weak financing offers, and unbooked consults. If your front desk is not confidently offering 'from \$267/month with CareCredit,' your ad budget is building your competitor's practice. Ask us about the Intake Call Scorer.

Want This Implemented For You?

You now have the playbook. The question is whether you want to execute it yourself or have a team that does this every day for cosmetic dental practices run it for you.

"We went from 6 cosmetic consults a month to 28. The CareCredit angle in the ads alone changed everything."

Dr. Maya Castellanos -- Coastal Smile Studio

"Best agency decision we made. Veneers cases are up 3x. The map-pack traffic alone covers half our ad spend."

Dr. Brooke Ferreira -- Atlantic Cosmetic Dentistry

\$2,500/mo Flat -- Everything Included

WHAT YOU GET:

- > Google Ads + Meta Ads management (all campaigns, all optimization)
- > Google Business Profile management (posts, photos, Q&A -- every week)
- > ReviewEngine -- automated SMS review collection + AI-drafted owner responses
- > CallRail -- call tracking so you see every cosmetic lead source
- > Landing page for your primary cosmetic service
- > Monthly strategy call + plain-English performance report
- > 30-day ROI guarantee -- if we don't beat your current CPA in 30 days, you don't pay Month 2

\$0 setup fee. No contract. Cancel anytime.

How to Get Started

- 1 Book a 30-minute strategy call**
We will review your current GBP, ads account (if you have one), and give you a custom 90-day plan. No pitch, no pressure.
- 2 We send a kickoff form**
Answer 12 questions about your practice, services, and case goals. Takes 15 minutes.
- 3 We start building**
Foundation (GBP + CallRail + ReviewEngine + CareCredit CTA) in Week 1. Ads live by Day 14.

Book your free 30-minute strategy call today

Book online:

calendly.com/allgood-marketing-book-a-meeting/30min

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