

**Client:** Everton Dental Clinic

## **Background Information:**

Everton Dental clinic is a one-clinic location dental practice in a wealthy area in Florida. Although they offer routine services, their most profitable service is teeth whitening and this is what they'd like you to promote.

Everton Dental is run by Jenny Lee, a charismatic young dentist.

You've signed the client for Facebook Ads and email marketing.

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## **Facebook Ad #1:**

**Headline:** The Truth About Whiter Teeth 🙄

**Newsfeed Description:** Book Your FREE Consultation Call

### **Text:**

The simple truth about teeth whitening is...

... we're not meant to have 'brilliantly-white' teeth!

Human teeth should be off-white, the same color as the top layer of enamel that covers the underlying layer of 'dentine'.

However, as we grow older and expose our teeth to more and more acidic foods that eat away at the top layer (think orange juice!), or darker liquids that can actively stain your teeth (coffee and red wine!), the top layer can become thinner and stained.

That's why more and more Floridians are looking for simple solutions to whiter teeth.

And it's why we offer a pain-free and simple process using cutting-edge technology at the Everton Dental Clinic.

# Case Study: Dentist

We even offer a free consultation call where you can ask us any questions you have about teeth whitening.

(Please note, this is no-obligation!)

If you're interested in protecting your smile, book in here:

[www.evertodontalclinic.com/book-now](http://www.evertodontalclinic.com/book-now)  
[www.evertodontalclinic.com/book-now](http://www.evertodontalclinic.com/book-now)

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## Facebook Ad #2:

**Headline:** Is Teeth Whitening Safe?! Common Misconceptions Answered

**Newsfeed Description:** Book Your Free Consultation Call

### Text:

In response to so many misconceptions about teeth whitening, we've asked our in-house expert, Jenny Lee BDS some questions about teeth whitening!

? Is teeth whitening safe?

Absolutely! When performed by a professional, teeth-whitening is perfectly safe. We have seen an increase in DIY kits that aren't regulated - my advice? Speak to your dentist!

? Is teeth whitening necessary?

No! It's not: in fact, sparkling-white teeth aren't natural in humans. But many adults choose to take part in gentle teeth-whitening to offset years of staining by the usual culprits like red wine or coffee!

? Can't I just do it at home?

Many companies offer teeth-whitening-at-home kits. In our experience, these are either ineffective (as quite rightly, these companies aren't allowed to use the same methods trained professionals do), or safe.

## Case Study: Dentist

It's our job as a dentist to answer any queries you have.

In fact, that's why we offer a free, zero-obligation consultation call to answer any teeth whitening questions you have.

You can book in at a time that suits you here:

[www.evertodentalclinic.com/book-now](http://www.evertodentalclinic.com/book-now)

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