

Copy For Digital Marketing Funnel to Help Dental Practices Win New Patients

Banner Copy Samples

A Smile Your Friends Will Envy.

And a \$50 New Patient Discount

CTA Button Copy...

(Get Started Now!)

++++

Get ready to enjoy...

- ✓ *Healthy Teeth*
- ✓ *Radiant Smile*
- ✓ *Improved Confidence*
- ✓ *\$50 New Patient Discount*

Click the Button Below to Get Started Now!

CTA Button Copy Samples...

(Yes! I Want My \$50!) or (I'm in! Give Me My \$50!) or (I'm in! Let's Get Started!)

++++

- ✓ *Healthy Teeth*
- ✓ *Radiant Smile*
- ✓ *Improved Confidence*
- ✓ *\$50 New Patient Discount*

All these can be yours to enjoy!

Ready to get started?

CTA Button Copy Samples...

(I'm in! Let's Get Started!)

Or

(I'm in! Give Me My \$50!)

Or

(Yes! I Want My \$50!)

Or

(Yes! I'm In!)

++++

Brighter smile?

Healthy teeth and gums?

\$50 new patient discount?

Yes! Yes! And YES!

(Get Started Now!)

FB/Instagram Copy Samples

A Brighter Smile Makes Life More Fun!

So does a \$50 new patient discount!

CTA Button Copy

(Find Out More!)

++++

Enjoy clean, healthy teeth
and a \$50 new patient discount

CTA Button Copy

(Details Inside)

++++

Want to feel more confident and get more out of life?

Clean, healthy teeth and gums will help you!

Find out more and claim

your \$50 new patient discount!

CTA Button Copy

(Details Here)

Landing Page Copy

HEADLINE OPTION 1: Ready to Get More Out of Life? We'll Help You!

HEADLINE OPTION 2: More Confidence, More Fun, and More Health Can All Be Yours!

SUBHEAD OPTION 1:

- ✓ **Big Bright Smile!**
- ✓ **Healthy Teeth and Gums!**
- ✓ **\$50 New Patient Savings!**

SUBHEAD OPTION 2: Only the Best Dental Care For You and Your Family!

(Optional Patient Testimonial Here)

Let's face it...

Life's more fun when you have a big, bright smile and healthy teeth and gums. You are more confident. You look better. You feel better. You feel healthier...

You are healthier!

So let me ask you...

Are you looking for first-class dental care for you and your family?

Are you eager to claim your \$50 new patient savings certificate?

Maybe you're new to our community and searching for the right dentist.

Welcome. You've come to the right place.

When it comes to dental care for you and your family, you only want the very best.

That is exactly what the caring, compassionate team at (dental practice name) offers you. We are committed to your health, your comfort and your satisfaction.

And we understand that safety is very much on your mind. Our practice adheres to all CDC and ADA standards for your protection.

Now, maybe you're thinking to yourself, *"This all sounds great, but I'm afraid to go to the dentist."*

Believe me. I get it...

You're not alone.

So let me assure you and put your mind at ease...

Our specialty is helping patients who have anxiety about going to the dentist feel calm and relaxed.

If fear of the dentist is an issue for you, we'll be happy to listen to your concerns without judgement. We'll answer any questions you have.

And we're committed to making your experience painless and as pleasant as we possibly can.

So why not entrust your dental needs to the caring, compassionate team at (dental practice name)?

Here are three quick, easy ways for you to get started **today**:

1. Book your appointment on our website: (LINK)
2. Call us: (PHONE)
3. Email us at (Practice Email Address). Include the best days and times for your first visit. Please be sure to give us your cell phone number. We'll look at our calendar and find a convenient time that works for you

We look forward to serving you and your family!

Sincerely,

(Dr. Name)

PS: Ready to claim your \$50 new patient savings certificate? Click the button below, fill out the super-simple form, and it's yours!

CTA Button— **(Claim Your \$50 Discount Now!)** or **(I Want My \$50 Discount Now!)**

Emails 1-3

EMAIL #1

(Subject Line:) Afraid of the dentist? Here's some great news!

NAME,

"I can't wait to go to the dentist!"

Look, I understand.

Rarely does a patient ever say that.

But that doesn't make regular dental care any less important to your health and well-being.

Having clean, healthy teeth and gums is a vital step to overall health and wellness. Plus, life is way more FUN when you're flashing a beautiful, radiant smile from ear to ear.

Recently you requested our special \$50 savings certificate for new patients, but I don't see you on our calendar yet.

There are likely only 3 reasons you haven't yet taken advantage of this offer:

1. You missed the special offer email. We get it. Your in-box is flooded and you overlooked our first message
2. You've been too busy to book your first appointment.
3. Perhaps you have some fear of the dentist

At (Practice Name) we specialize in helping new patients who have anxiety or fear of the dentist feel comfortable.

(NAME), let me put your mind at ease. The moment you step into our office, you will be warmly greeted by our caring and compassionate team who can't wait to serve you.

Your health, your comfort, and your satisfaction are of the greatest importance to us. We'll make your experience painless and as pleasant as we possibly can.

One more thing: it's important to understand that we are committed to your safety. Our practice adheres to all ADA and CDC guidelines for your protection.

Are you ready to enjoy your \$50 savings?

Are you ready to book your consultation?

Here are three quick, easy ways you can get started today:

1. Book your appointment on our website: (LINK)

2. Call us: (PHONE)

3. Reply to this email with the best days and times for your first appointment. Please be sure to include your cell phone number. We'll look at our calendar and find a convenient time that works for you.

Don't wait another day. Secure your appointment now.

We'll help you enjoy the healthy teeth and gums you need and a brighter, more radiant smile you'll love.

Sincerely,

Dr.'s Name

P.S...NAME, we don't want you to lose out. This special offer expires on (Expiration Date). So book your first appointment with (Practice Name) and (Dr. NAME) today, and you'll save \$50.

+++++

Email #2

Subject Line: A Tale of Two Smiles

NAME,

Can I borrow your imagination for a moment?

I have a story for you. It's the tale of two smiles...

Liz had a winning smile. A smile she was proud of. A smile she LOVED to show off. A smile that shined brightly and gave her loads of confidence.

Liz's smile won her many friends. It helped her enjoy great success in her career. It made her life A LOT more fun!

Sadly, Sarah's situation was different...

She was embarrassed by the way her teeth looked. So she rarely smiled. She rarely felt like smiling.

The result?

Sarah's confidence was in the tank. She didn't have many friends. She had trouble keeping, much less succeeding at, any job she took.

So what does this story, this tale of two smiles, have to do with you?

NAME, please understand this...

The way your teeth look can have a big impact on your life.

So if you want to be like Liz, if you want to smile WAY more often and enjoy all the benefits flashing a beautiful, radiant smile can bring your way...

the caring, courteous professionals at (Practice Name) will be happy to take great care of you. We'll have you smiling again quickly and painlessly.

And here's a bonus to make you smile: your \$50 new patient savings certificate which you've already claimed!

Healthy teeth and gums. A brighter, more radiant smile. A \$50 discount.

Sound good to you?

Here are three quick, easy ways for you to get started **today**:

1. Book your appointment on our website: (LINK)
2. Call us: (PHONE)
3. Reply to this email with the best days and times for your first visit. Please be sure to include your cell phone number. We'll look at our calendar and find a convenient time that works for you

NAME, life is A LOT more fun when YOU are smiling from ear to ear! And the health of your teeth and gums is vital to your wellbeing.

So please don't wait another day.

Book your consultation now!

Sincerely,

Dr. Name

P.S...Keep in mind that our special offer, your \$50 new patient savings certificate, expires on (Exp. Date). You don't want to lose out. So please book your first appointment with (Practice Name) and (Dr. Name) today!

+++++++

Email #3

Subject Line: (Name), Important news about your dental health

NAME,

Please understand this...

You need healthy teeth and gums.

But here's the thing...

The condition of your teeth and gums is not just an oral health issue. Your teeth and gums can affect the health of your entire body.

Ignoring proper dental care can contribute to a host of diseases and medical complications such as heart disease, diabetes and cancer.

The bacterial inflammation caused by the gum disease gingivitis can travel throughout your body causing painful, debilitating diseases such as rheumatoid arthritis. Left unchecked, it might even lead to dementia and Alzheimer's!

Here's another way ignoring proper dental care can hurt you...

It can cost you a lot of time. And it can cost you a lot of money.

If you don't invest in the wellbeing of your teeth and gums now, I promise you this...

The day will come when you will HAVE to, whether you want to or not.

Root canals...

Bridges...

Implants...

Expensive, painful, time-consuming oral surgery...

These may very well be part of your future if you don't pay attention to proper dental care now.

So for your sake, for your family's sake, please make healthy teeth and gums a priority. Not tomorrow. Not someday. Now!

The caring, considerate dental professionals at (Practice Name) will be happy to help you.

Here are three quick, easy ways for you to get started **today**:

1. Book your appointment on our website: (LINK)
2. Call us: (PHONE)
3. Reply to this email with the best days and times for your first visit. Please be sure to include your cell phone number. We'll look at our calendar and find a convenient time that works for you

My team and I look forward to warmly welcoming you and getting you started out on the road to abundant dental health.

Sincerely,

Dr. Name

PS: Remember to take advantage of your \$50 new patient savings certificate. It expires on (Expiration Date). You don't want to lose out. So book your appointment now!