

HOW TO

**BUILD YOUR BRAND**

& BECOME THE PRACTICE OF CHOICE

**LEVERAGING SOCIAL MEDIA**

---

BY LUKE INFINGER

**HIP**



Guidelines for

**Commercial Sponsorship \* Content Development \* Conflict of Interest**

The following guidelines relative to content shall be followed:

1. The Ohio Academy of interdisciplinary Dentofacial Therapy/SSG does not accept commercial support for any course.
2. Content when appropriate should be supported by and cited with sound scientific research, that which is anecdotal or opinion must be clearly stated as such. Clinical images must not be altered nor misrepresent clinical outcomes.
3. Content which includes clinical recommendations should identify where possible known risks and benefits. Participants should be instructed to use their own clinical judgment as to the efficacy of any presented treatment modalities.
4. Program topic selection shall be based upon a need for professional education and not for the purpose of endorsing specific commercial drugs, products, treatments, or services.
5. Presenters shall avoid recommending or mentioning any specific product by its trade name. When a reference is made to a specific product trade name, reference shall also be made to competitive products as well.

The presenter formally indicates no commercial or financial interest in any product or service within his/her presentation. Any such interest should it exist shall be disclosed in writing below and publically acknowledged to the audience prior to the start of the speaker's presentation.

Financial interest/conflict of interest: \_\_\_\_\_

My lecture is purely educational. However, it does educate on marketing and possible gaps.

My company is a marketing company. So, technically I could be approached outside the meeting and hired. Outside of that, there is no direct financial interest and I will not be selling anything within my lecture.

The undersigned has been made aware and agrees to abide by the above Guidelines of the Ohio Academy of Interdisciplinary Dentofacial Therapy and SSG.

\_\_\_\_\_  
Luke Infinger

Printed Name

Luke Infinger

Signature

\_\_\_\_\_/\_\_\_\_\_/11/19/2020

Date



## **LUKE** **INFINGER**

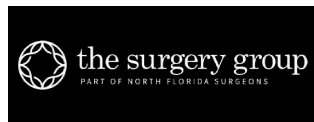
- I have a wife and a 3-year-old
- Graduated from SCAD in Motion Graphics
- Started my first business when I was 21 years old
- Worked at various design agencies before starting HIP Creative
- Now, specialize in helping orthodontic practices grow fast and easier with digital marketing

# OUR CLIENTS INCLUDE





# OUR CLIENTS INCLUDE



# FISHBEIN ORTHODONTICS

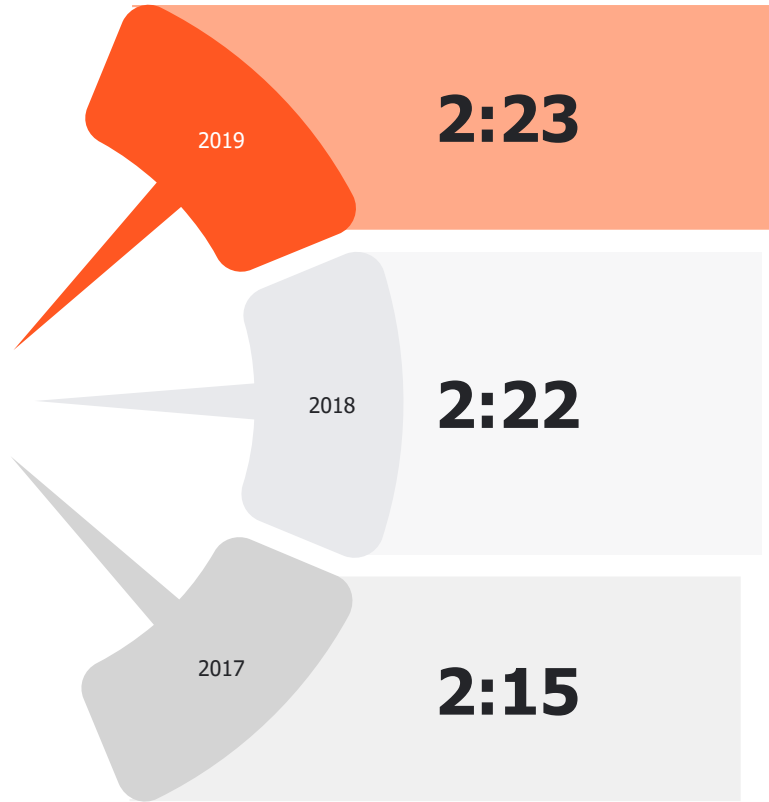
Our first Orthodontic client.



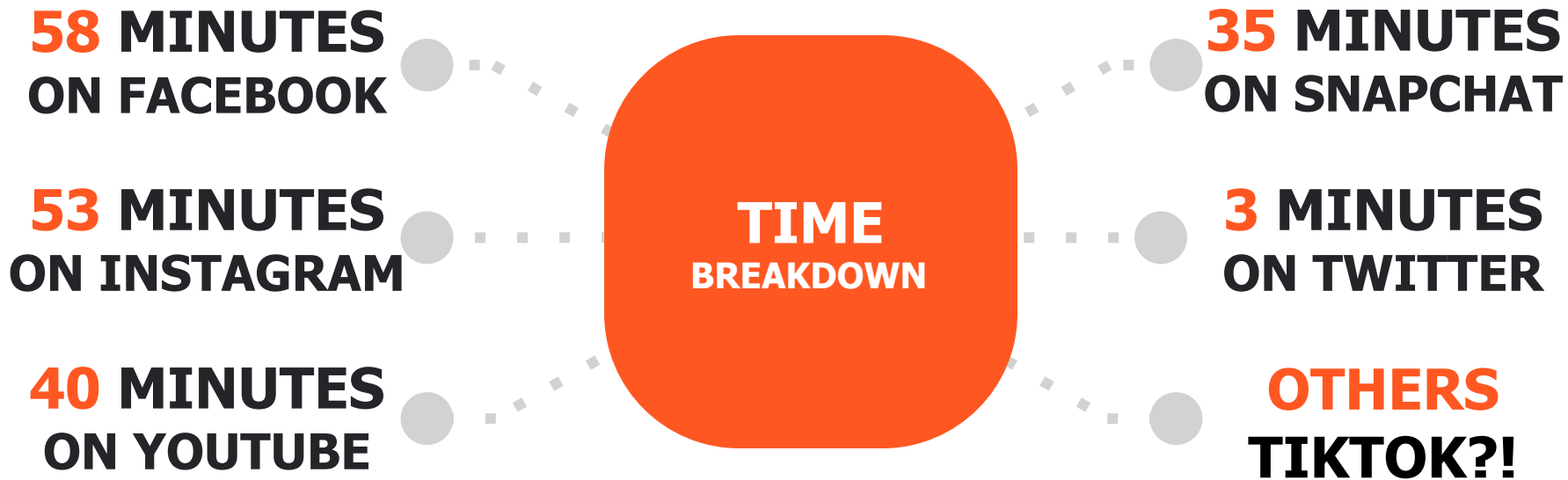


**SOCIAL MEDIA**  
***STATISTICS***

**TIME  
SPENT  
ON  
SOCIAL  
MEDIA  
PER DAY**



# AVERAGE DAILY TIME PER PLATFORM







**CONTENT**  
*IS KING*

# **BENEFITS** of **CONTENT MARKETING**

**1**

**It's great for SEO**

**2**

**Encourages engagement**

**3**

**Generates new leads and sales**

**4**

**Sets you apart**

**5**

**Increases traffic**



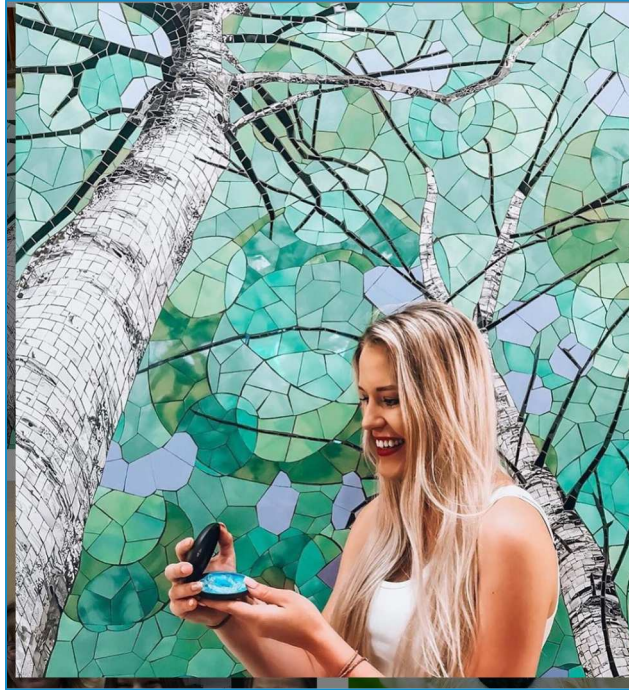
# TYPES OF CONTENT

*In-office video testimonials.*



# TYPES OF CONTENT

*Local Influencers*



6:25 🔊 🔋 📶 🔒

[🏠](#) [👥](#) [👤](#) [🔔](#) [☰](#)

**i-Orthodontics** Yesterday at 7:58 PM · 🌐

Insightful Q&A from our fabulous patient Madi 🥰

**Madison Quinn Blog** Dec 18 at 9:41 PM · 🌐 [👍 Like Page](#)

I just posted a brand new IGTV with an update on my Invisalign journey with @i-ortho and answers to all your Invisalign questions! Check it out on my...  
[See More](#)

A close-up portrait of a woman with long, wavy brown hair, smiling warmly. She is wearing a white long-sleeved shirt with thin grey horizontal stripes. The background is a simple indoor setting with a white door and a ceiling light fixture.

# TYPES OF CONTENT

Localized Blogs

The screenshot displays the Fishbein Orthodontics website with the following content:

- Header:** fishbein ORTHODONTICS logo, phone number 8504771089, and Patient Login link.
- Navigation:** Our Practice, Treatments, Invisalign, Patient Resources, Community, Results, Blog, Contact.
- Blog Post 1:** "A Letter From Dr. Fishbein" dated 12.28.2018, featuring a close-up of a dental chair.
- Blog Post 2:** "Fishbein Orthodontics is Northwest Florida's first Diamond Plus Invisalign Provider" dated 8.1.2018, featuring a photo of two smiling women.
- Blog Post 3:** "Fishbein Orthodontics voted 'Best Orthodontist in Pensacola' in VIP Pensacola Magazine" dated 12.4.2018, featuring a large group photo of the staff.
- Call to Action:** "Schedule your FREE Orthodontic Exam" button.
- Footer:** "Let's Talk!" chat icon and "Click Here to Chat With Us" button.



# TYPES OF CONTENT

## In-office news/events

**Efros Orthodontics** is at **Efros Orthodontics**.  
Published by IG Greg Efros · January 20 · Kingston, NY · 🌐

Celebrating our **2** year anniversary in our Hudson office. I can't thank my team enough for everything we have accomplished together.  
👉 Brace 👉 yourself for many more 🎉👉



**1,670** People Reached      **204** Engagements      [Boost Post](#)

👍❤️ You and 97 others      14 Comments 1 Share

👍 Like      💬 Comment      ➦ Share

Most Relevant ▾


Comment as Efros Orthodontics 🗨️ 📷 📧 📧

**Mary Gresch**  
Congrats!! 😄 Behind great Staff is a great Boss!  
👍 Reply · Message · 5w · Edited      🗨️ 1

**Denise Vandemark Dachenhausen**  
Congratulating you staff is awesome 🍷❤️  
👍 Reply · Message · 5w      🗨️ 1

**MEET THE TEAM MONDAY** 🗨️

Meet Melissa! She is one of our Treatment Coordinators with a clinical background. She is one of the faces you'll see at your New Patient Exam at our Pace and Perdido locations. Here is a little more about Melissa:  
👉 Two of her 5 kids are "Irish Twins!" ... See More



**2,376** People Reached      **700** Engagements      [Boost Post](#)

👍❤️ 40      5 Comments 2 Shares

👍 Like      💬 Comment      ➦ Share      🌐

**Efros Orthodontics**  
Published by Michela DiBella (7) · January 13 at 3:40 PM · 🌐

🎉🏈 **SUPER BOWL GIVEAWAY** 🎉🏈  
If you plan on watching the game or want to win a FREE 50 inch TV...  
✅ Like our page  
✅ Share this post ... See More



**EFROS ORTHODONTICS**

**31,999** People Reached      **4,384** Engagements      [Boost Again](#)

Boosted on Jan 23, 2020 By Greg Efros      Completed

People Reached	<b>1.0K</b>	Post Engagement	<b>111</b>
----------------	-------------	-----------------	------------

View Results

👍❤️ You and 538 others      684 Comments 684 Shares

# TYPES OF CONTENT

*Legacy content - by HIP Creative: <https://youtu.be/RSdRMxjA0Is>*



# WHAT NOT TO POST

*Generic and predictable*

Transformation Tuesday! Check out this awesome new smile 😊 Give the gift of a new smile this Holiday season 🎁❤️

**42** People Reached **1** Engagement [Boost Post](#)

Like Comment Share

"You have not lived today until you have done something for someone who can never repay you."  
— John Bunyan

**103** People Reached **3** Engagements [Boost Post](#)

2 [Like](#) [Comment](#) [Share](#)

Comment as Mill Creek Orthodontics

Wishing everyone the very best in this new decade! Let's make it a great one! Remember to share your smile and show kindness everyday! Together we can make a difference! 😊🥰🎉👏

**191** People Reached **10** Engagements [Boost Post](#)

6 [Like](#) [Comment](#) [Share](#) 1 Comment

Most Relevant ▾



**SOCIAL  
PLATFORMS**  
*Pros & Cons*

# **BENEFITS OF FACEBOOK**

**1**

**Brand loyalty (fans)**

**2**

**Video (remarketing to viewers)**

**3**

**Ads (targeting, cost, placement)**

**4**

**Exposure (2.2 billion users per day)**

**5**

**Reporting & Insights**





# VIDEO STATS ON FACEBOOK

01

Source: [neilpatel.com](http://neilpatel.com)

It is estimated that mobile video will account for 75% of mobile traffic in 2020.

02

Source: [neilpatel.com](http://neilpatel.com)

videos have also achieved 135% more organic reach on Facebook.

03

Source: [neilpatel.com](http://neilpatel.com)

100 million hours of video are being watched on Facebook every day, and, in November 2015, Facebook was reporting 8 billion daily video views.

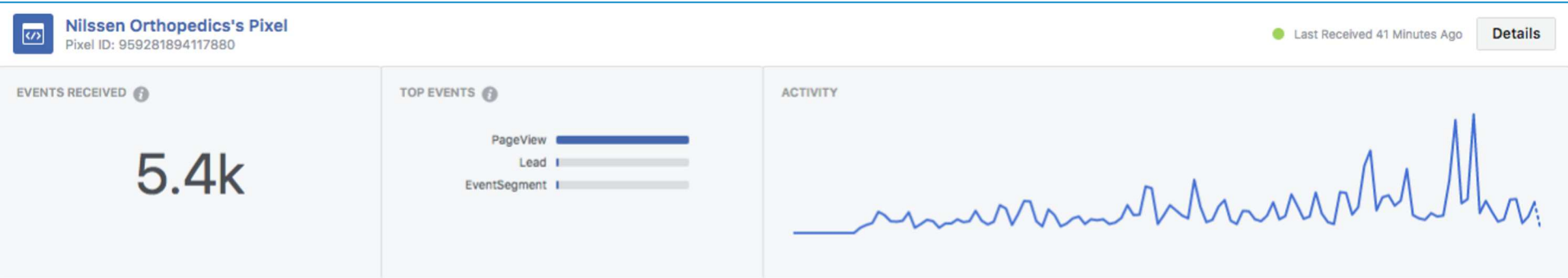
04

Source: [bufferapp.com](http://bufferapp.com)

Square videos take up 78% more real estate in the News Feed on mobile than on desktop.

# RETARGETING ON FACEBOOK

*How to leverage a warm audience*



**WAIT!!!!!!**

Please tell me you've uploaded your email list to Facebook and  
created a 'lookalike' audience?!

# AUDIENCES ON FACEBOOK

Ad Account: 156152391480104 (USD)

## Audiences

Create Audience ▾ Filters ▾ Customize Columns ▾ Create Ad Actions ▾ Search by name 🔍

	Type	Size	Availability	Date Created	Sharing
<input type="checkbox"/> Lookalike Audience					
<input type="checkbox"/> Saved Audience					
<input type="checkbox"/> facebook_custom_audience_template	Custom Audience Customer List	--	● Not Ready Updating audience	08/05/2016 11:53am	--
<input type="checkbox"/> facebook_custom_audience_template	Custom Audience Customer List	--	● Not Ready Updating audience	08/05/2016 11:48am	--

### Create a Custom Audience

#### How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

- Customer File**  
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
- Website Traffic**  
Create a list of people who visit your website or view specific web pages
- App Activity**  
Create a list of people who have taken a specific action in your app or game
- Engagement on Facebook** NEW  
Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

### Create a Custom Audience

#### How do you want to add customers to this audience?

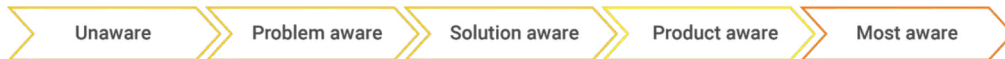
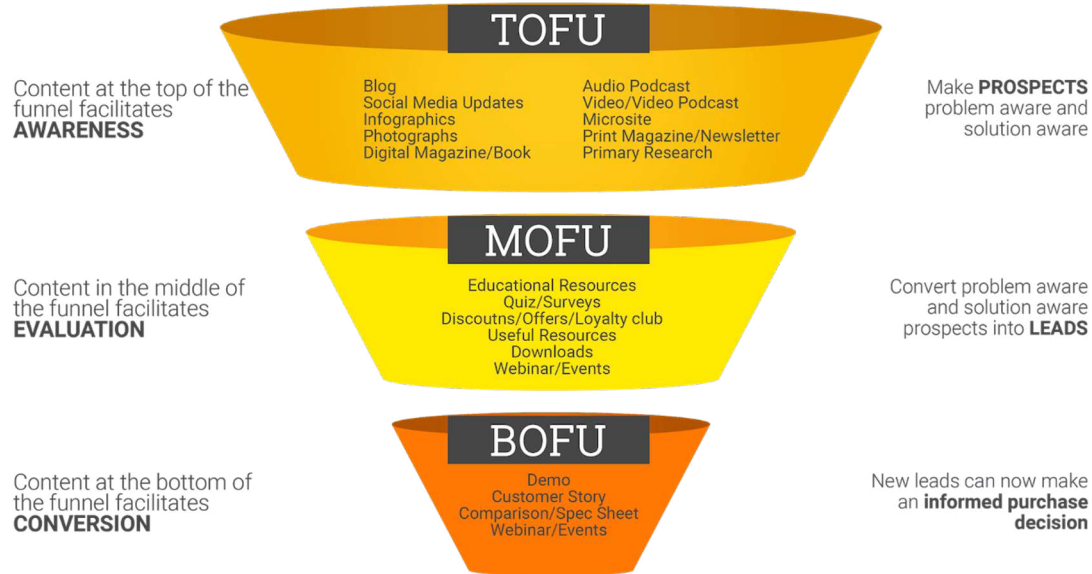
You can use your own file to upload one or more kinds of customer information, or import email addresses directly from MailChimp.

- Choose a file or copy and paste data**  
Use a file with one or more types of customer information to match your customers with people on Facebook
- Import from MailChimp**  
Import email addresses directly from this third-party connection by providing your login credentials.

Back

# NURTURING ON FACEBOOK

*Content to meet your prospective patients where they are in the buying cycle*





# NURTURING ON FACEBOOK

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction**

Reach and Frequency

**Awareness**



Brand awareness



Reach

**Consideration**



Traffic



Engagement



App installs



Video views



Lead generation



Messages

**Conversion**



Conversions



Catalog sales



Store traffic

# AWARENESS ON FACEBOOK



**Fishbein Orthodontics**  
Written by Luke Infinger [?] · April 16, 2019 · 🌐


Did you know our Niceville location is now accepting new patients!?

Fishbein Orthodontics is proud to be the Best of the Bay recipient of "Best Orthodontist". Our dedicated, highly trained team is committed to giving you a beautiful smile by utilizing the most advanced orthodontic technology including Invisalign, Incognito, and other forms of braces.



**Fishbein Orthodontics**  
Orthodontist

[Learn More](#)



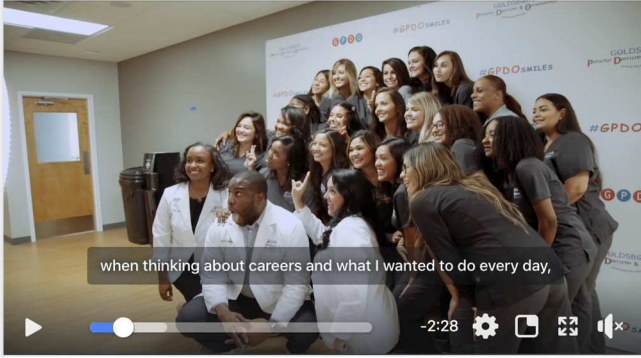
**Goldsboro Pediatric Dentistry and Orthodontics**  
Sponsored (demo) · 🌐

Check Out Our Video 📺 😊

👉 At Goldsboro Pediatric Dentistry and Orthodontics we put smiles first. Whether you are coming into the office for your first Dental visit or getting treatment as an adult, we treat all of our patients like family.

We are excited to share our passion to improve and keep your smile healthy and shining. We use the latest technologies to ensure a comfortable and efficient treatment using the latest digital scanners, braces, and Invisalign. We strive to create a fun and enjoyable experience in Goldsboro and the surrounding communities!

To learn more, visit <https://goldsboropediatricdentistryandorthodontics.com>.



when thinking about careers and what I wanted to do every day,

362      28 Comments   116 Shares

👍 Like      💬 Comment      ➦ Share      🗲

# CONSIDERATION ON FACEBOOK



**Fishbein Orthodontics**

Sponsored (demo) · 🌐

Hear about Winsom's experience at Fishbein Orthodontics. Fishbein provides Orthodontic treatment to children and adults. We offer a complimentary consultation to give you orthodontic options that can best fit your lifestyle. Learn more at [www.emeraldcoastbraces.com](http://www.emeraldcoastbraces.com).



EMERALDCOASTBRACES.COM

**Request a Complimentary Consultation**

To request a complimentary consultation, simply click the button & fill out the form.

[Book Now](#)



**Doctor Jennifer** is with Dalton Hunstad and Chris Hughes.

Published by Jennifer Jankowski Eisenhuth [?] · April 17, 2019 · 🌐

**TEETH WHITENING GIVEAWAY!!!!** 😁

Here's how to enter to win:

1. Like & share this post
2. Follow us on Instagram ([www.instagram.com/doctorjennifer](http://www.instagram.com/doctorjennifer))
3. Tag a friend

Brighter whiter smile for summer! You have the chance to win our Opalescence whitening or Zoom whitening.

Winners will be announced on April 23, 2019 must be 18 years or older to enter.



**11,080**

People Reached

**1,075**

Engagements

[Boost Post](#)

You and 173 others

129 Comments 125 Shares

# CONVERSIONS ON FACEBOOK

**Fishbein Orthodontics**  
August 27 · 🌐


Make 📅📅📅 YOUR year to SMILE! 😁

During this appointment, you'll receive x-rays and meet your doctor. Once your custom treatment plan is created, you'll receive your new braces or Invisalign and be on your way to a beautiful smile!

📍 Our offices are conveniently located to serve patients near:

- ✅ Pensacola
- ✅ Navarre
- ✅ Pace
- ✅ Crestview
- ✅ Ft. Walton
- ✅ Niceville
- ✅ Cantonment
- ✅ Perdido
- ✅ Ensley
- ✅ Lillian
- ✅ Destin
- ✅ Holley


Click to schedule now! 📅 Limited Space Available 📍



**Schedule a FREE Orthodontic Exam** 📅  
Limited Spots Available. Claim Yours Now!

[Get Offer](#)

**Fishbein Orthodontics** ✕



**Claim your free exam now!**

How soon would you like a consult?

Full name

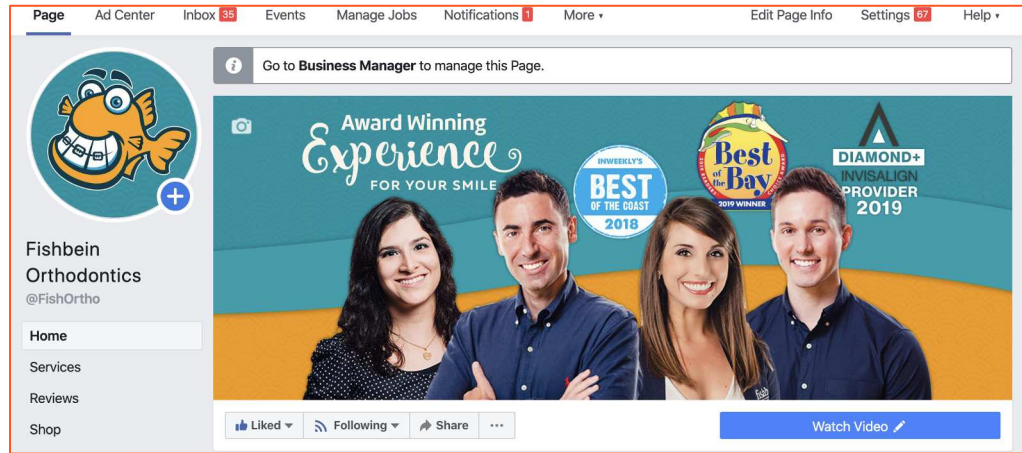
Email

US+1 📄 Phone number

[Next](#)

# TOP OFFICES on FB

Follow these practices for  
ideas and inspiration!

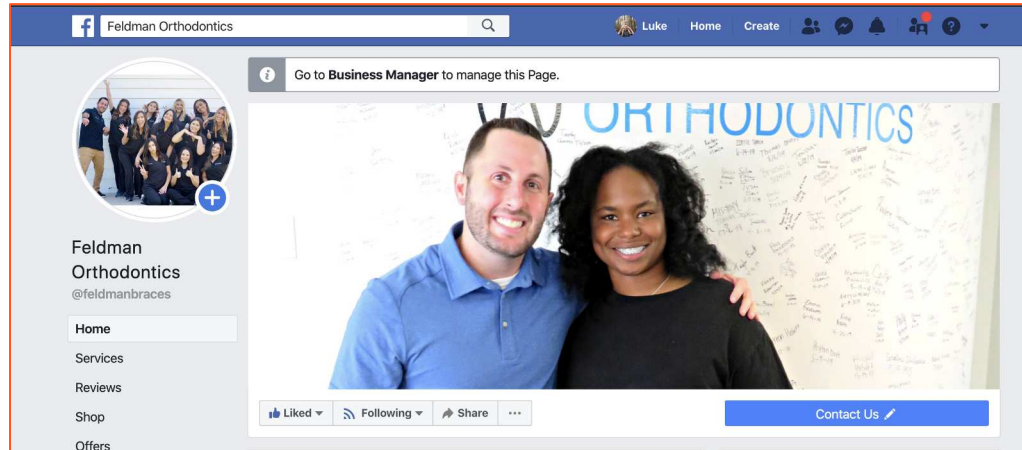


The screenshot shows the Facebook profile for Fishbein Orthodontics. The profile picture is a cartoon fish with a wide smile. The cover photo features four smiling staff members in front of a blue and orange background with text: "Award Winning Experience FOR YOUR SMILE", "POWERELLY'S BEST OF THE COAST 2018", "Best of the Bay 2019 WINNER", and "DIAMOND+ INVISALIGN PROVIDER 2019". The page name is "Fishbein Orthodontics" with the handle "@FishOrtho". The navigation menu includes Home, Services, Reviews, and Shop. The post area shows "Liked", "Following", "Share", and "Watch Video" options.

@FishOrtho

14k followers

Avg 30k post reach per week



The screenshot shows the Facebook profile for Feldman Orthodontics. The profile picture is a group photo of the staff. The cover photo shows a man and a woman smiling in front of a whiteboard filled with handwritten notes, with the word "ORTHODONTICS" written in large blue letters. The page name is "Feldman Orthodontics" with the handle "@feldmanbraces". The navigation menu includes Home, Services, Reviews, Shop, and Offers. The post area shows "Liked", "Following", "Share", and "Contact Us" options.

@feldmanbraces

20k followers

Avg 5k+ post reach per week

# **BENEFITS OF INSTAGRAM**

**1**

**It's Visual**

**2**

**High Organic Engagement (hashtags)**

**3**

**Great for "Brand Building"**

**4**

**Targeted Advertising**

**5**

**IG Stories and IGTV**





# STATS ON INSTAGRAM

01

Source: Hootsuite

52% female user base.

02

Source: Hootsuite

500 million people use IG per day!

03

Source: Hootsuite

75% of US businesses will use IG in 2021.

04

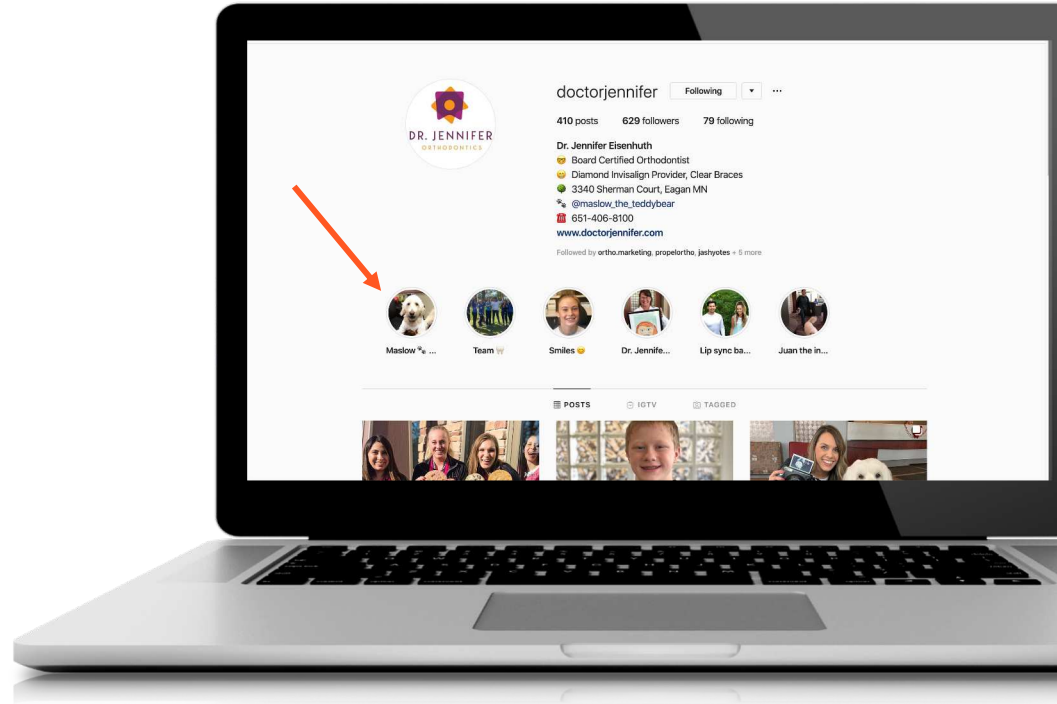
Source: oberlo.com

71% of the users are under 35.

# INSTAGRAM HIGHLIGHTS

Unlike regular Instagram Stories that vanish after 24 hours, Instagram Stories Highlights can live permanently on your profile.

They're like curated collections of Instagram Stories that your followers — both old and new — can tap into and watch any time they like.



# INSTAGRAM HASHTAGS

Instagram hashtags are your best friend. Hashtags help you get discovered, archive content and participate with highly relevant topics. Branded hashtags can do wonders for your marketing strategy, but you should also look to engage with the community around your brand's niche by using relevant hashtags.

## Hashtag Generators:

<https://www.hashtagsforlikes.co>

<https://kicksta.co>



# LOCAL INFLUENCERS ON IG

## Word of Mouth:

Because influencers are seen as 'independent', aligning your brand with their authoritative voice can add genuine authenticity to your messaging.

*The Kardashian of your community!*

1

**Search Current Patient Base**

2

**Search Local Hashtags**

3

**Ask Friends, Family, & Staff**



# ADS

# INSTAGRAM

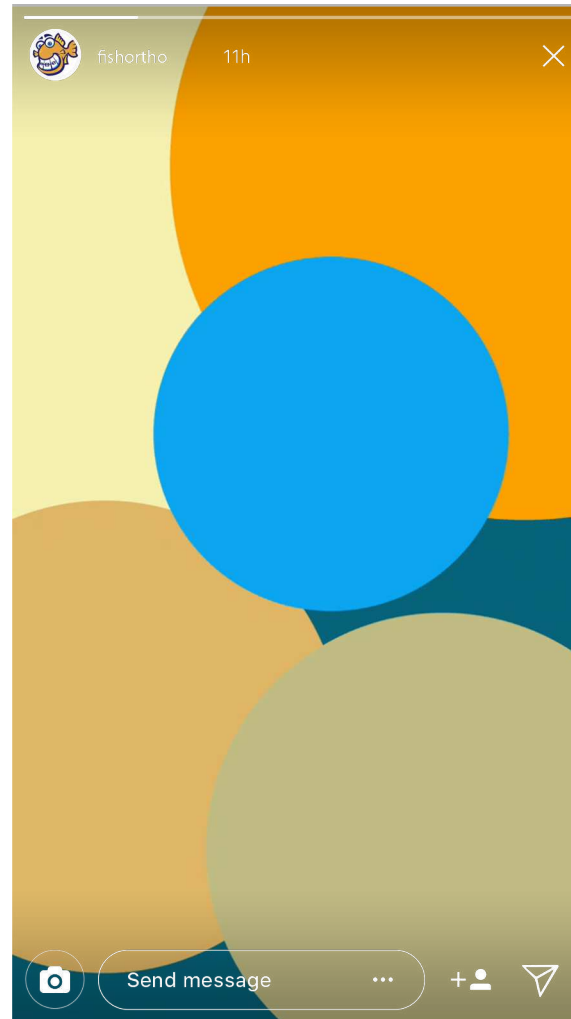
# STORIES

## **Increase visibility and reach with Ads!!**

Ad content specific to Instagram Stories.

Craft native content.

Take up the full screen vs half of the screen!



# TOP INFLUENCERS on IG

Top Orthodontic Influencers to follow.



@PreroOrthodontics

34.6k Followers

430 Posts



@thebracesguy

77k Followers

1746 Posts

# TOP OFFICES on IG

Follow these practices for ideas and inspiration!

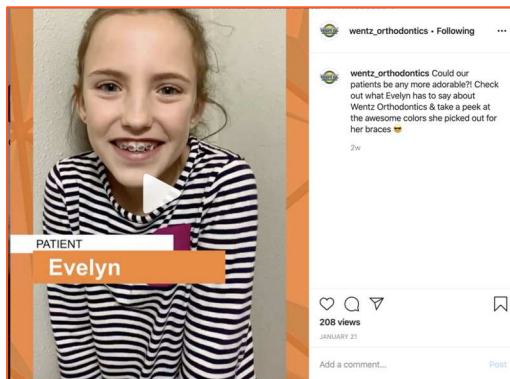
Remember...Tell a story!



**@DoctorJennifer**



**@Feldman\_Orthodontics**



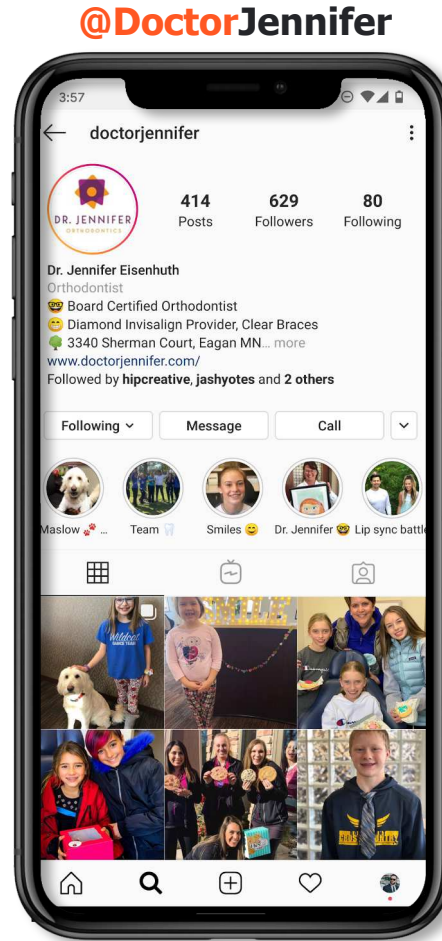
**@Wentz\_Orthodontics**



**@MattiacioOrtho**

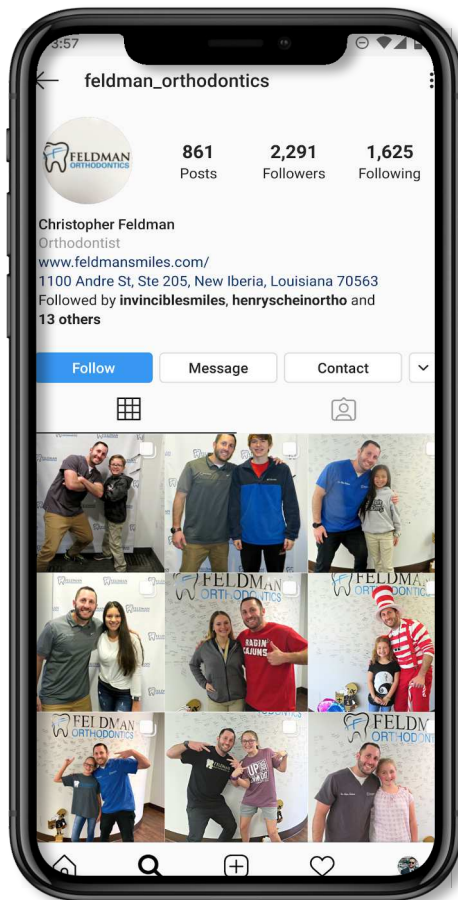


# TOP OFFICES on IG



# TOP OFFICES on IG

@Feldman\_Orthodontics



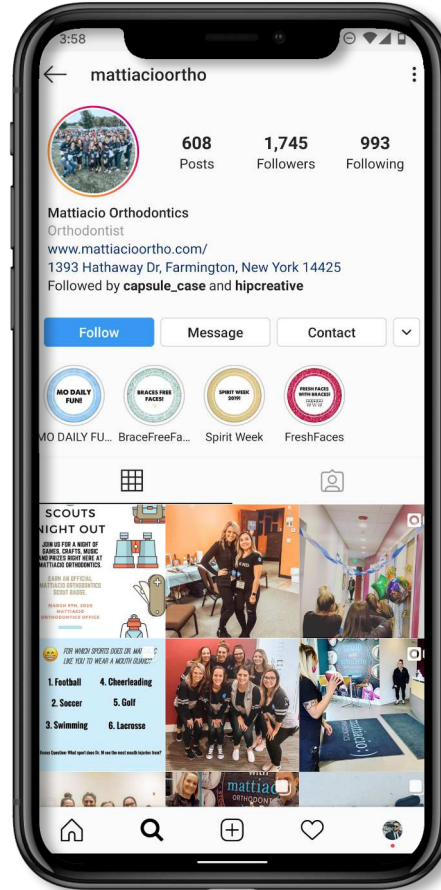
# TOP OFFICES on IG

@Wentz\_Orthodontics



# TOP OFFICES on IG

@MattiacoOrtho



# **BENEFITS OF YOUTUBE**

**1**

**Easy to Repurpose Content**

**2**

**More Visible on Google**

**3**

**Qualified Traffic (search engine)**

**4**

**Video has a Higher Conversion Rate**

**5**

**YouTube Ads (Retarget Website Visitors)**



# STATS ON YOUTUBE

01

Source: [merchdope.com](https://merchdope.com)

5 billion videos watched every single day! 1 billion of those are on a phone.

02

Source: [merchdope.com](https://merchdope.com)

37% of viewers are between 25-44 years old.

03

Source: [Brandwatch.com](https://brandwatch.com)

On mobile alone, YouTube reaches more 18-49 year-olds than any broadcast or cable TV network

04

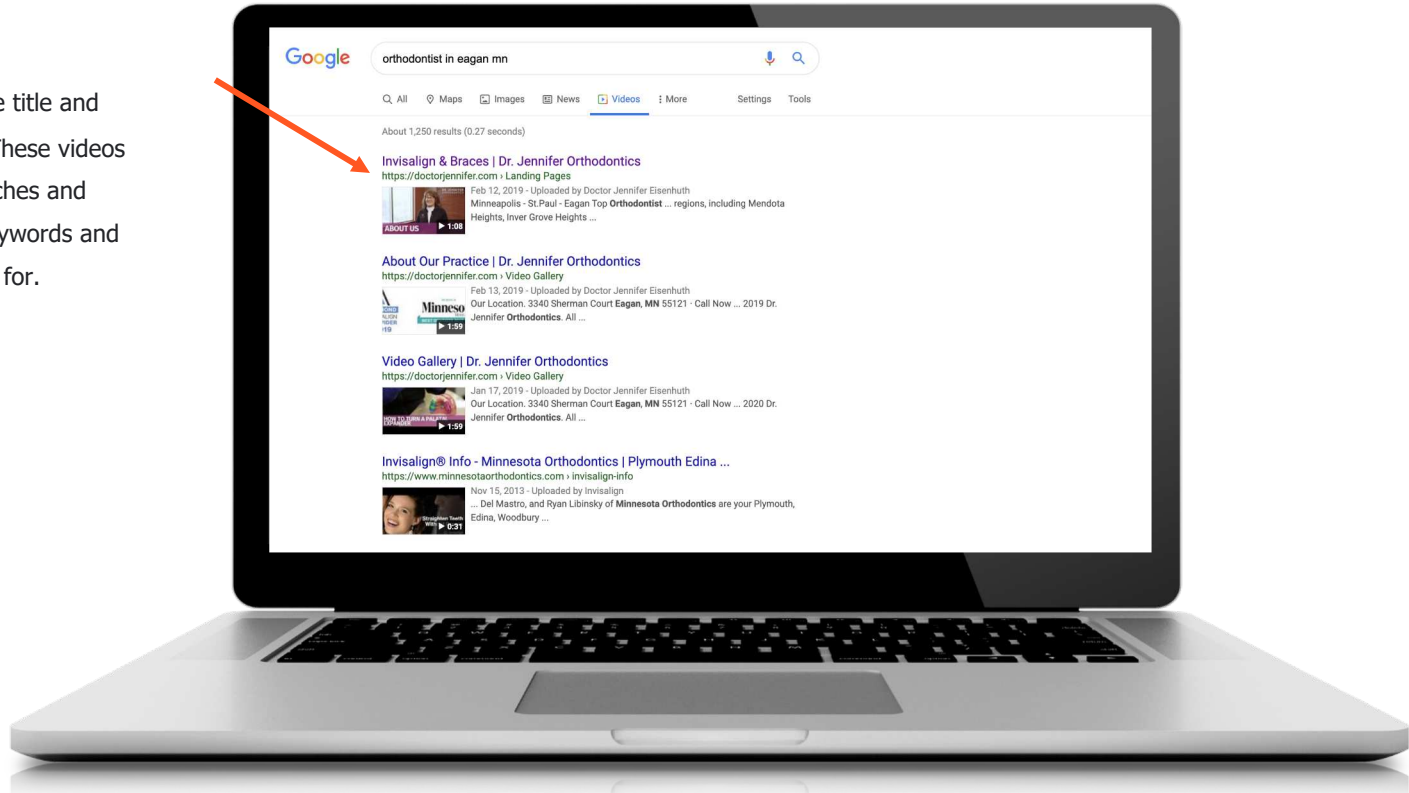
Source: [Brandwatch.com](https://brandwatch.com)

YouTube is the world's second largest search engine next to Google.

# FINDABILITY WITH YOUTUBE

## SEO:

YouTube lets you control the title and description of your videos. These videos will come up in Google searches and give you control over the keywords and phrases you could get listed for.





# KEYWORDS WITH YOUTUBE

1

## VIDEO TITLE

Name the video properly to rank in your local market(s) served.

2

## DESCRIPTION

Use the keywords and fully explain the benefit or value proposition.

3

## TAGS

All relevant keywords.



# OPTIMIZATION ON YOUTUBE



Fishbein Orthodontics | Pensacola Orthodontist

2,753 views · Sep 9, 2016

8 2 SHARE SAVE ...



**Fishbein Orthodontics**  
3.58K subscribers

SUBSCRIBE

Dr. Ben Fishbein is a Board Certified Orthodontist. Fishbein Orthodontics has locations in Pensacola, Navarre, Perdido, and Pace. Fishbein Orthodontics offers a free consultation and is in network with most Insurance Plans.

Tags

Orthodontist

Pensacola Orthodontist

Pensacola Invisalign

Navarre Orthodontist

Perdido Orthodontist

Pace Orthodontist

Enter comma-separated values

# SEARCH RESULTS ON YOUTUBE

pensacola orthodontist



Q All Maps Images News Videos More Settings Tools

About 2,110 results (0.16 seconds)

## Fishbein Orthodontics | Pensacola Orthodontist - YouTube

<https://www.youtube.com> watch



Sep 9, 2016 - Uploaded by Fishbein Orthodontics  
Dr. Ben Fishbein is a Board Certified **Orthodontist**. Fishbein **Orthodontics** has locations in **Pensacola** ...

## Orthodontist Pensacola Reviews - Austin & Fishbein | Braces ...

<https://www.youtube.com> watch



Sep 17, 2014 - Uploaded by Fishbein Orthodontics  
<http://www.emeraldcoastbraces.com> Testimonials from real patients at Austin & Fishbein **Orthodontics**. Dr. Ben ...

## Board Certified Pensacola Orthodontist | Voted Best of Bay ...

<https://www.youtube.com> watch



Sep 17, 2014 - Uploaded by Fishbein Orthodontics  
<http://www.emeraldcoastbraces.com> In this video, **Pensacola Orthodontist** Dr. Ben Fishbein discusses what it ...

## Dr. Ben Fishbein | Board Certified Pensacola Orthodontist ...

<https://www.youtube.com> watch



Jun 8, 2015 - Uploaded by Fishbein Orthodontics  
<http://www.emeraldcoastbraces.com> Meet Dr. Ben Fishbein, a Board Certified **Pensacola Orthodontist**. In this ...



orthodontist in lubbock tx



Q All Maps Images News Videos More Settings Tools

About 5,620 results (0.28 seconds)

## Orthodontist in Texas | Braces & Invisalign 9 Locations in TX

<https://wentzorthodontics.com>



Oct 22, 2014 - Uploaded by Wentz Orthodontics  
Are you looking for an **orthodontist** in Texas? Wentz **Orthodontics** offers 9 convenient locations no matter ...

## Wentz Orthodontics - Home | Facebook

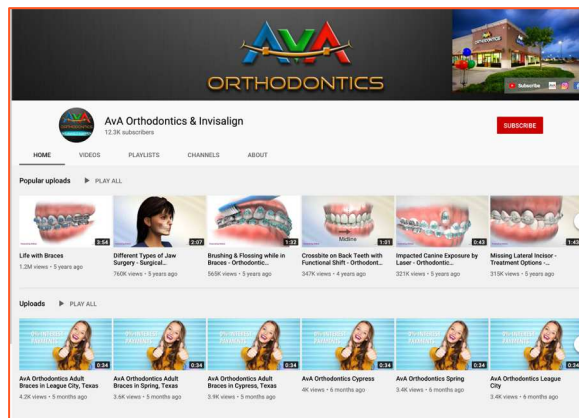
<https://www.facebook.com/wentzorthodontics>



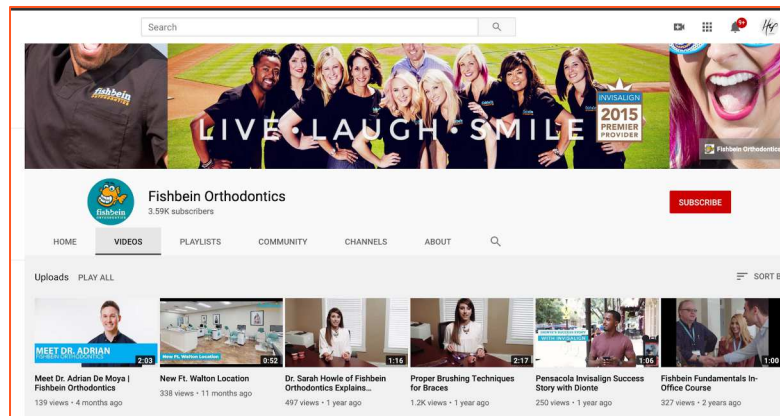
Jun 10, 2018  
Wentz **Orthodontics** - - Rated 4.9 based on 218 Reviews "On a Sunday, my daughter got hit pretty hard during ...

# TOP OFFICES on YouTube

Subscribe to these channels.



## AvA Orthodontics



## Fishbein Orthodontics

# **BENEFITS** OF GOOGLE MY BUSINESS

**1**

**It's Free (ad placement with Google Ads)**

**2**

**Dramatically Affects Off-Site SEO**

**3**

**Great for "Brand Building"**

**4**

**Visibility on Google Search & Maps**

**5**

**Powerful Insights & Analytics**



# BENEFITS OF GOOGLE MY BUSINESS

3-Pack in Google Search and Google Maps



Rating ▾ Hours ▾ Your past visits ▾

## Fishbein Orthodontics

5.0 ★★★★★ (541) · Orthodontist

4900 Market Pl Dr

Open · Closes 5:30PM · (850) 477-1089



WEBSITE



DIRECTIONS

## Orthodontic Specialists of Florida

3.6 ★★★★★ (20) · Orthodontist

4400 Bayou Blvd #27

Open · Closes 5PM · (850) 476-5039



WEBSITE



DIRECTIONS

## Shehee & Callahan Family Orthodontics

5.0 ★★★★★ (348) · Orthodontist

1007 Airport Blvd

Open · Closes 5PM · (850) 478-8844



WEBSITE



DIRECTIONS

☰ More places

☰ pensacola orthodontist



Rating ▾

☰ More filters

## Fishbein Orthodontics ▾

Ad 5.0 ★★★★★ (541)

Orthodontist · 4900 Market Pl Dr

Open until 5:30 PM



Website



Directions

## Fishbein Orthodontics

5.0 ★★★★★ (541)

Orthodontist · 4900 Market Pl Dr

Open until 5:30 PM



Website



Directions

## Orthodontic Specialists of Florida

3.6 ★★★★★ (20)

Orthodontist · 4400 Bayou Blvd #27

Open until 5:00 PM



Website



Directions

# STATS ON GMB

01

Source: [brightlocal.com](https://www.brightlocal.com)

The average business is found in 1,009 searches per month, with 84% of these coming from discovery searches.

02

Source: [brightlocal.com](https://www.brightlocal.com)

5% of Google My Business listing views result in a website click, call, or direction request.

03

Source: [Brandwatch.com](https://www.brandwatch.com)

Businesses with more than 100 images get **520% more calls** than the average business, while those with just one image get 71% fewer.

04

Source: [shawnjoshi.com](https://www.shawnjoshi.com)

No Click Searches now account for 47% of all search queries.



# STATS ON GMB

**05** Source: [hubspot.com](https://www.hubspot.com)

46% of all Google searches have a local intent.

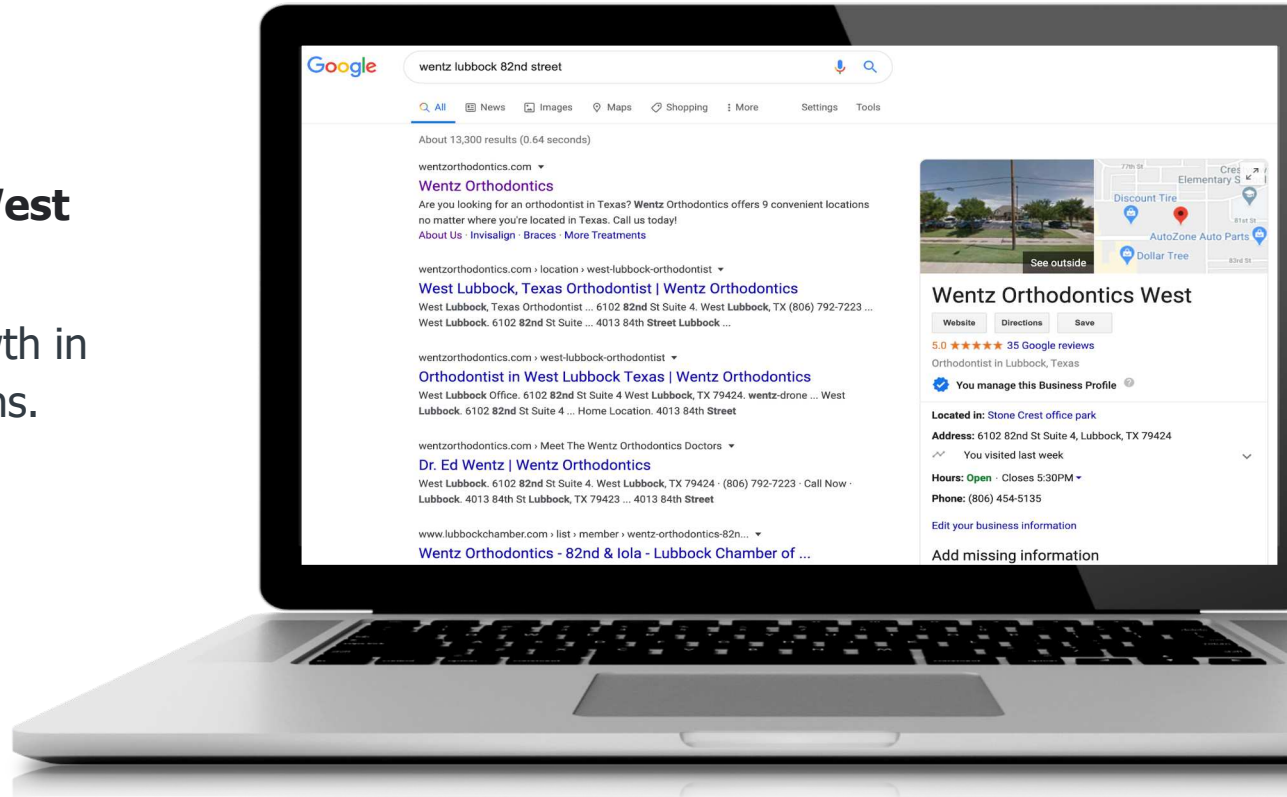
**06** Source: [getstat.com](https://www.getstat.com)

93% of local searches now feature Google My Business listings.

# CLIENT SUCCESS

## Wentz Orthodontics (West Location):

+470% (724 vs 127) growth in  
phone calls within 6 months.



# CHECKLIST FOR GMB

**1**

**Choose the right category**

**2**

**Upload high-quality images**

**3**

**Encourage reviews**

**4**


**Have a description that includes niche keywords**


**5**


**Post on Google My Business**



# CATEGORY FOR GMB

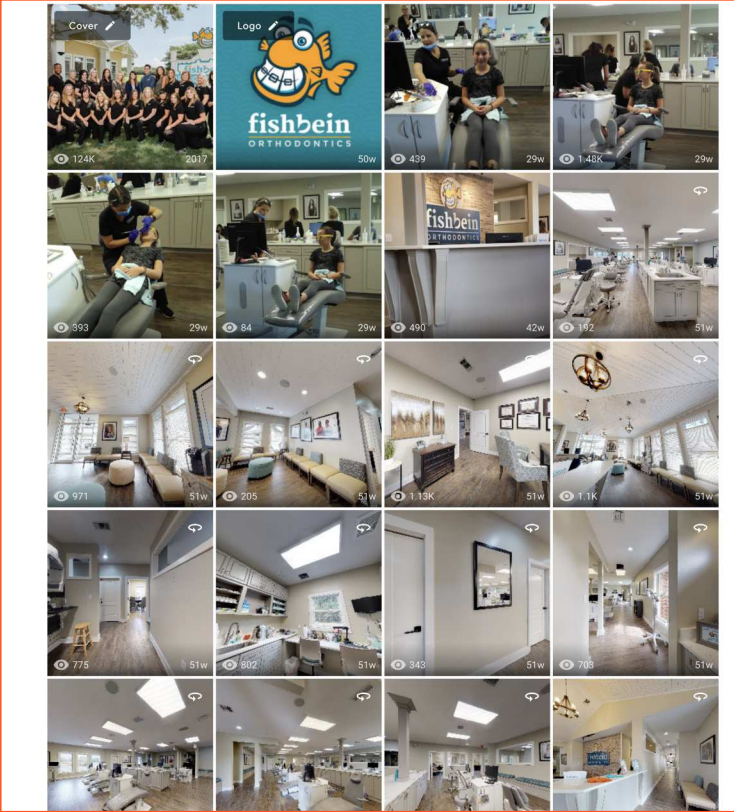


Accorde Orthodontists 


Orthodontist 



# IMAGES FOR GMB



# REVIEWS FOR GMB





**Fishbein Orthodontics**

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 541 Google reviews

Orthodontist in Pensacola, Florida

 You manage this Business Profile 



# DESCRIPTION FOR GMB

## Specific Process for the Description

- Headline
- Description
  - Location
  - Services
  - Free Consult
- Keywords



Accorde Orthodontists is the leading Orthodontic Office in maple grove, MN and the surrounding areas. We proudly offer braces, invisalign, and other orthodontic treatments options in maple grove, MN!



We offer the following services:

braces maple grove mn  
invisalign maple grove mn  
orthodontist maple grove mn  
braces for kids maple grove mn  
invisalign teen maple grove mn

We proudly service the maple grove, minnesota area and pride ourselves on offering the best orthodontist services in this area.

Please contact us today for all of your orthodontist needs.

orthodontist near me  
braces near me  
invisalign near me  
braces near me maple grove  
orthodontist near me maple grove  
invisalign near me maple grove




# POSTS FOR GMB

## Specific Process for Posts

- Good Photo
- Headline
- Link to Page
- Short Description
- Keywords
- Link to Google Maps
- Business Name
- Address
- Phone Number
- Website

Posted 1 day ago



Braces for Teens & Kids in Maple Grove MN

[https://accorde.com/braces\\_archive/braces-for-teens/](https://accorde.com/braces_archive/braces-for-teens/)

Braces for Kids Maple Grove MN

Do you need braces for your kids and teens in Maple Grove MN? Accorde Orthodontists is the go-to option for all of your braces for kids needs in Maple Grove MN. We specialize in offering all of the standard braces options including...

Braces for kids near me  
Braces for kids in Maple Grove MN  
Braces for teens in Maple Grove MN

<https://www.google.com/maps/place/Accorde+Orthodontists/@45.0788157,-93.4327291,17z/data=!3m1!4m5!3m4!1s0x52b337de103c2377:0x2cb295df3cac1c59!8m2!3d45.0788119!4d-93.4305404>

Accorde Orthodontists  
6810 Hemlock Ln N  
Maple Grove, MN 55369  
(763) 425-9888  
<https://accorde.com/>

[Learn more](#)





**DOWNLOAD AT**



[hip.agency/schulman](http://hip.agency/schulman)

# SOURCES

<https://blog.powerdigitalmarketing.com/facebook-audience-network>

<https://www.advertisemint.com/how-to-upload-a-custom-audiences-facebook/>

<https://blog.bufferapp.com/facebook-video>

<https://www.facebook.com/business/news/video-ad-best-practices>

<https://blog.kissmetrics.com/five-essentials-facebook-video-campaign/>

<https://blog.bufferapp.com/square-video-vs-landscape-video>

<https://www.nextacademy.com/blog/facebook-boost-post-button-bad/>

<https://bn.co/facebook-customer-list-custom-audiences/>

<https://www.shawnjoshi.com/google-my-business/p1>

**THANK YOU!**



QUESTIONS?

**HIP**