



SOCIAL MEDIA

The dental competitor ad audit

Use the Meta Ad Library to see what other practices are actively running — offer, hook, creative and landing page — before you build a campaign.

08

AUDIT POINTS

10 min

PER PRACTICE

0 usd

COST



Meta Ad Library shows every ad a practice is running right now. This guide is the method for reading them: the treatment, the hook, the offer, the creative and the page the patient lands on — before a single peso goes into a campaign of your own.

The tool

Search active ads by advertiser or keyword. Meta publishes every ad currently running on Facebook and Instagram. Access is public and free — no account with the advertiser, no spend, no tool to install.

Go to facebook.com/ads/library.

Do not copy ads. Use the library to understand what your market is testing and how practices are positioning treatment.

How to use it

- 01 Open Meta Ad Library.
- 02 Select the country you want to research.
- 03 Choose the ad category shown for regular commercial ads.
- 04 Search a dental practice by name, or search a treatment keyword.
- 05 Open the ads that catch your attention.
- 06 Click through to the destination page when one is available.

Start with 5–10 practices

Enough to see a pattern, few enough to finish in one sitting. Mix local rivals with practices you would never compete against — the best ideas usually come from another city.

- Direct competitors
- Strong practices in other cities
- DSOs
- Implant centres
- Orthodontic offices

- Cosmetic practices
- Any brand whose marketing you respect

What to audit

Whether the ad is pretty is the least useful thing about it. Break down the business decision behind it.

01 — The treatment

What are they actually trying to sell? One ad, one procedure. Name it before you judge anything else.

- Implants
- Clear aligners
- Veneers
- Whitening
- New-patient exam
- Emergency dentistry

02 — The hook

What is the first thing the patient sees or hears? Write the hook down exactly as written. Then name what it leads with: pain, desire, price, speed, fear, convenience, proof or curiosity.

03 — The offer

What makes the patient act now? Free exam, complimentary scan, financing, a limited event, a bundled service, a same-day option — or simply a strong educational offer.

04 — The creative

What are they using to earn attention? Doctor talking, before and after, patient testimonial, animation, procedure footage, stock creative, text graphic, office footage.

What exact action are they asking for? Book. Call. Learn more. Send a message. Claim offer. Schedule exam. The verb tells you how warm a lead they are willing to accept.

05 — The call to action

The part most dentists miss

Click the ad. The campaign does not end at the creative — it ends at a booking.

06 — The landing page

Where does the ad send the patient? Count the clicks it takes to become a lead, then note what the page uses to get them there.

- Headline
- Offer
- Doctor credibility
- Before / after cases
- Testimonials
- Financing
- FAQs
- Booking flow
- Clicks to lead

07 — The message match

Does the page continue the exact promise the ad made? If the ad says implant exam, the page should carry on the implant conversation. Most do not — they drop the patient on a generic homepage and lose them there.

08 — Repeated patterns

What keeps showing up across the set? Which treatments repeat. Which hooks repeat. Which offers are everywhere. Which creative format the whole market has settled on.

Patterns do not prove something is profitable. They tell you what the market is testing, and where to look closer.

Read it this way. A crowded pattern is a signal that a treatment sells, not that another version of the same ad will. The gap is usually one step to the side: the same treatment, a different hook, or the same hook aimed at a patient nobody is speaking to.

The 10-minute audit

One sheet per practice. Print or duplicate this page for every practice you research.

QUESTION	YOUR NOTES
Practice / advertiser	
Treatment being promoted	
Hook, written word for word	
Patient pain or desire behind it	
Offer	
Creative format	
Call to action	
Landing page headline	
Message match — yes or no	
Proof used	
Clicks to become a lead	
What I would test differently	

The rule

Do not copy your competitor's ad. Copy the discipline of researching before guessing.

Understand the market, find the gap, and build a stronger angle for your own practice.

Want MOLAR to audit your marketing?

MOLAR helps dental practices turn patient education into practice growth — better content, stronger positioning, consistent execution.

Send us a message. DM "AUDIT" and we will take a look at your page.



THE NEXT STEP

Stop making content. Start getting patients.

MOLAR is the content engine for dentistry — a patient-education library your practice can run every week without a camera crew, an agency retainer or a blank calendar.

MOLAR TV

01

A streaming library of patient-education video, built for the chair, the waiting room and your feed. Start the 14-day free trial and use it on a real patient this week.

Start the 14-day free trial

MOLAR Social

02

Your practice feed, produced for you. Scripts, edits, captions and a posting calendar that runs off the treatments you already sell. See a live demo of a real practice feed.

Explore MOLAR Social

Book a call

03

30 minutes with the MOLAR team. We look at your site, your market and what you are posting now, then tell you the shortest route to more booked treatment.

Book a call with MOLAR