



# Seasonal Event Blueprint

***How Smart Orthodontists Attract 10-20+ High-Value Consults per Month Using 6 Seasonal Events, Facebook Live, and Prize-Based Campaigns***



***Used by 13 practices to generate 1,100+ new patient consults and 685 Full Arch Starts in Q2 of 2025!***

**Want Help Running Your First Campaign?**

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**PatientSurge.Events**



# Seasonal Event Blueprint

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## **Why Most Orthos Struggle to Fill Full Arch Calendars**

Ad Agencies are taught to market all businesses the same way. But, they don't know the difference between a 'Lead' and a 'Full Arch Start'.

Unfortunately, that's exactly why they don't work.

Ad agencies:

- Run ads that generate vanity clicks, not consults - Hundreds of Leads but No Starts.
- Compete on price with coupons that attract the wrong patients - Racing to the Lowest Price attracts 'Tire Kickers'
- Know their service doesn't work, so they Lock you into a High Cost Contract, then move to the next Sale - Churn is Built Into the agency model.

All while you're relying on referrals that trickle in inconsistently.

**Result:** Calendar gaps, ghosted leads, and a growing sense of frustration.

## What if I told you we could install a system that...

- ✓ Brings in 10-20+ New Starts per month
- ✓ Runs without changing your PMS
- ✓ Fills your Calendar even in slow seasons
- ✓ Fully HIPAA Compliant from Day 1

**Would you be Interested?**

## The Seasonal Event Advantage

These aren't just themed messages — they're full campaigns centered around high-energy, community-driven live events tied to seasonal moments like:

- "New Smile for Back to School" - Summer starts
- "Use It Before You Lose It" - Maximize Dental Coverage
- "Invisalign for Dad" - New Smile for Father's Day
- and so many more.

Each event includes:

- A Facebook Live drawing held over 3 days, 30 minutes each
- Educational content or Q&A before each drawing to build trust
- Grand prize: Free full arch treatment (e.g., braces or Invisalign)
- Tangible 2nd and 3rd place prizes to boost engagement
- All registrants must be present on the 'Live' to win, ensuring live attendance

**Bonus incentive:** All participants who book a consult within 30 days receive a tangible prize or limited-time discount that must be applied to full arch treatment.

Non-bookers are nurtured via email and SMS to stay warm for the next event.

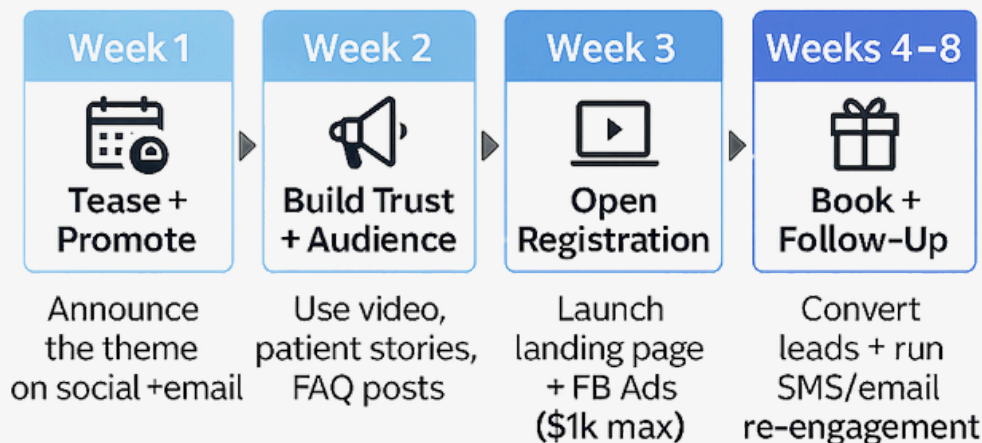
*"We ran our first event, 'Grad & Dad Smile Fest' in June and it was a Hit! Over 250 registered, with just under 200 attendees.*

*But the best part was 119 consults booked and 73 New Patient Starts booked over the next 3 months!"*

*Dr. Sam C. ~ Boise, ID*

Want results like these? Book your free strategy call today at [PatientSurge.Events](https://PatientSurge.Events)

## From Facebook Live to Full Arch Starts: Your 8-Week Plan



**Launch → Engage → Book → Start. Repeat Bi-Monthly**

## Why This Attracts High-Intent Patients

- **Prize** = emotional and tangible motivation
- **Live requirement** = strong commitment signal
- **Seasonal theme** = built-in urgency and buzz
- **Booking reward** = immediate conversion driver

# Let's Run the Numbers!

- 253 Registrants
- 167 Live Attendees
- 76 Consults Booked
- 48 Treatment Starts

Numbers from another recent event.  
Numbers will vary by location and Close Rate of Practice.

## Want Help Running Your First Campaign?

### Book a Free Strategy Session.

We will:

- Help you pick your next seasonal event theme
- Set up your 3-day Facebook Live flow
- Help increase your 'Close' rate
- Create follow-up systems that turn registrants into starts

[Book Your Strategy Call](#)

**BONUS: Book now and get our '12 Highest-Converting Event Name Templates' swipe file free.**