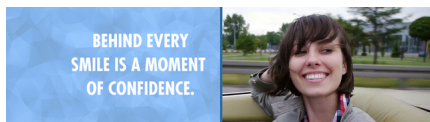


## Upstate SC Dental Group Launches Social Media Ad Campaign

Written by Australian Business

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[#CarolinaConfidence campaign](#)

( [PRLEAP.CO](http://PRLEAP.CO)  
) May 14,

**M** 2014, Greenville, S.C. — Carolina Dental Alliance (CDA) is kicking off its 2014 advertising campaign, #CarolinaConfidence.

The goals of the campaign include:

Encouraging current and prospective patients to engage with CDA throughout the year, not only at appointments  
Acknowledging patients' beautiful, healthy smiles as a part of their everyday lives  
Making CDA a household name  
Unifying the eight Upstate offices  
The #CarolinaConfidence campaign was born from the belief that a great smile goes well beyond an exam room and a dentist appointment. Behind each smile is a moment of confidence. We want to celebrate these moments with our patients and any other South Carolinians who would like to join us. Whether its an interview, a first date, a ballet recital or a new home, Carolina Dental Alliance believes that feeling beautiful, feeling healthy, accomplishing your dreams or facing your fears is what life is all about.

The campaign includes not only the social media hashtag but also a new slogan: Carolina Dental Alliance—A Proud Supporter of Life's Confident Moments.

Through television, radio, online platforms and social media, current and prospective patients are encouraged to respond to the prompts, "What makes you confident?" and "Show us your latest confident moment."

These questions can be answered by posts to CDA's Instagram account or each office's Facebook page, using hashtag CarolinaConfidence.

Visit <http://carolinadentalalliance.com> to learn more.

**About Carolina Dental Alliance** Carolina Dental Alliance has eight offices in Upstate South Carolina with doctors who live and work in the community. CDA offers modern facilities run by highly trained doctors who pride themselves on offering quality dental care in a caring, low-stress environment. We offer a full range of services including cleanings, fillings, root canals, crowns, bridges, dentures, implants and orthodontics. CDA aims to improve the lives of its patients through healthy, confident smiles.

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