THE IMPLANT ENGINE

PROJECT-BASED · REMOTE

Fractional Performance Creative Strategist Meta Ads

Build creative that moves the numbers

THE IMPLANT ENGINE

SECTION 01

The Opportunity

We're creating a network of experienced performance creative strategists to collaborate with our marketing team on a project basis.

About The Implant Engine

The Implant Engine (TIE) is a performance-driven marketing company helping dental practices grow through patient acquisition and digital marketing.

We currently work with 170+ partner practices and have generated over $250M in full-arch revenue for our clients.

170+
Partner practices

$250M+
Full-arch revenue generated

This is an exciting opportunity to collaborate with TIE on defined projects, with the potential for recurring work based on business needs and the quality of the collaboration.

THE ENGAGEMENT MODEL

You'll own the creative strategy and project direction. TIE provides internal production support and an approved budget for external creators.

Our advertising model includes Originals: centrally developed campaigns and creative concepts that can be deployed across multiple partner practices.

We want to develop advertising informed by real customer insights, differentiated messaging, and measurable performance.

SECTION 02

What You'll Own

You'll develop performance-driven creative strategy for Meta campaigns, from customer research and concept development through creator coordination, production direction, testing, and iteration.

01 Creative Strategy & Customer Research

- Research customer motivations, desires, objections, anxieties, and barriers to seeking treatment.
- Use customer quotes, reviews, testimonials, campaign data, and competitor research to identify meaningful insights.
- Develop differentiated campaign angles, offers, messaging pillars, and creative hypotheses.
- Translate audience insights into concepts tailored to different awareness levels and stages of the customer journey.

02 Direct-Response Creative Development

- Develop Meta ad concepts, hooks, headlines, primary text, calls to action, and short-form video scripts.
- Create clear creative briefs covering the audience, insight, hook, message, format, visual direction, and strategic rationale.
- Develop concepts across static ads, UGC, creator-led video, testimonials, educational content, and other relevant formats.
- Build a structured testing roadmap, prioritizing concepts and defining what each test is intended to learn.

03 Creator Sourcing & Management

You'll be responsible for identifying and managing the creators needed to bring your creative concepts to life.

- Identify and source relevant UGC creators based on campaign concepts and production needs.
- Assess creator fit, coordinate outreach, availability, rates, and deliverables within a TIE-approved creator budget.
- Brief creators with clear messaging, scripts, references, requirements, and production expectations.
- Coordinate creator communication, content delivery, feedback, and revisions through completion.

TIE will provide a dedicated budget for creator fees, which must be approved before any commitments are made.

04 Creative Production Direction

You'll work with TIE's internal creative resources to turn your strategy into finished advertising assets.

- Work with TIE's in-house editors and designers to translate creative concepts and briefs into finished assets.
- Provide clear creative direction, references, feedback, and revision notes.
- Ensure the final assets maintain the intended messaging, creative quality, brand alignment, and performance objective.
- Review deliverables and coordinate revisions before campaign launch.

> You are not expected to personally film or edit every asset. You are expected to lead the creative process and direct the people responsible for production.

05 Project Ownership & Optimization

You'll own the creative project from strategy through delivery and ongoing improvement.

- Manage creative deliverables, timelines, dependencies, feedback, approvals, and iterations throughout each engagement.
- Coordinate creators and TIE's internal creative resources to keep projects moving.
- Review available performance data, identify patterns, and recommend whether to scale, iterate, or replace concepts.
- Communicate progress, risks, results, and next steps clearly to the TIE team.

In short: You're accountable for taking creative strategy from insight to execution-ready assets and learning.

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SECTION 03

How We Work Together

Each engagement has a defined project scope, deliverables, timeline, and budget. The exact campaign and volume of creative will be agreed upon before work begins.

Responsibilities & Resources

AREA	YOUR RESPONSIBILITY	WHAT TIE PROVIDES
Strategy & Research	Lead research, identify insights, develop angles, hypotheses, and testing priorities.	Business context, customer research, available campaign data, existing ads, offers, and funnel information.
Creators	Find, vet, brief, coordinate, and manage creators.	An approved creator budget and relevant brand and campaign guidance.
Production	Direct the creative approach, brief internal resources, review assets, and provide feedback.	In-house editors and designers to help turn concepts into finished assets.
Campaign & Learning	Own creative deliverables, project coordination, iterations, and creative performance recommendations.	Agreed reporting access, relevant internal stakeholders, and campaign support as defined per project.

The Originals Model

TIE develops Originals: centrally developed campaigns and creative concepts that can be adapted and deployed across multiple partner practices.

Your work should consider how a strong core idea can be used across accounts while allowing for relevant differences in audience, market, or practice.

What TIE Will Provide

Depending on the project, we may provide:

- Existing Meta advertising examples.
- Creative performance reports and available campaign data.
- Customer research, direct quotes, reviews, and testimonials.
- Ideal customer profiles and audience insights.
- Existing messaging, offers, and campaign examples.
- Relevant landing pages and funnel information.
- Competitor references and internal marketing context.
- A TIE point of contact for questions, approvals, and coordination.

What We Expect You to Bring

- Your own strategic perspective, research process, and relevant market/competitor analysis.
- The ability to independently source and manage creators within the approved budget.
- Strong creative briefs and clear direction for internal production resources.
- Reliable project management and proactive communication.
- Ownership of agreed deliverables and deadlines.

Creator and production costs: Creator fees are funded through a project-specific budget approved by TIE. TIE's in-house editors and designers support production. Confirmed scope, creator spend, and any additional production costs will be agreed upon before commitments are made.

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SECTION 04

The Fit & Collaboration Process

WHO WE'RE LOOKING FOR

We're particularly interested in strategists who have developed performance creative for DTC and e-commerce brands, ideally in fast-moving agency environments.

CORE EXPERIENCE

- Approximately 5+ years in performance creative, paid social, direct response, or performance marketing.
- Strong, hands-on understanding of Meta advertising and creative testing.
- A portfolio demonstrating paid social work, creative concepts, copy, scripts, or campaign examples.
- Strong direct-response copywriting, customer research, and creative ideation skills.
- Ability to connect creative decisions to performance signals and business outcomes.
- Experience briefing and collaborating with creators, editors, designers, and media buyers.
- Ability to manage multiple deliverables, timelines, feedback, and stakeholders independently.

STRONGLY PREFERRED

- Experience at a DTC/e-commerce performance marketing agency or high-growth consumer brand.
- Experience with UGC, creator-led advertising, and direct-response video.
- Experience developing creative systems across multiple brands, accounts, audiences, or offers.
- Experience with high-consideration or high-ticket consumer services.

Dental or healthcare marketing experience is not required. We value transferable performance-marketing expertise and the ability to apply it to a new category.

How Collaboration Works

1

Project Scope

TIE and the strategist agree on the project objective, deliverables, timeline, responsibilities, budget, and success measures.

2

Strategy

The strategist reviews TIE resources, conducts research, and develops the campaign approach and creative roadmap.

3

Production

The strategist sources and briefs creators and directs TIE's internal editors and designers.

4

Review & Launch

The strategist coordinates creative feedback and approvals. Launch responsibilities and media buying are agreed upon for each project.

5

Learn & Iterate

The strategist reviews available results, shares recommendations, and proposes next steps.

Application Process

To be considered, please submit:

1

Portfolio

Share 3—5 examples of your strongest paid social or performance creative work.

2

Loom Video

Record a short walkthrough of selected projects, explaining:

- The business challenge or objective.
- Your individual contribution.
- The strategic thinking behind the creative.
- The customer insight or hypothesis.
- Results, performance, or key learnings.

We want to understand how you think, not just see the final assets.

3

Availability & Engagement Preferences

Include your location/time zone, current capacity, and preferred project-based engagement structure.

Selected candidates will be invited to an interview to discuss their experience, approach, creator sourcing capabilities, availability, and project expectations.

If there's a mutual fit, TIE will agree on a first paid project with a defined scope and fee.

SECTION 05

Engagement & Compensation

This is a fractional contractor opportunity, not a traditional full-time position.

We're building relationships with experienced specialists who can work with TIE on a per-project basis.

How Ongoing Work Is Determined

- Each project is scoped and approved separately, including deliverables, timeline, responsibilities, and budget.
- Strong project outcomes and a positive working relationship may lead to additional projects.
- Future work is based on business needs, project quality, availability, and mutual fit.
- Ongoing work is not guaranteed.
- The strategist is responsible for communicating capacity, flagging risks early, and meeting agreed commitments.

Project Expectations

- Own the agreed scope from strategy through creative delivery and recommendations.
- Keep creator sourcing and fees within the approved project budget.
- Obtain approval before committing TIE to any creator or third-party expense.
- Use TIE's internal editors and designers as agreed, providing clear briefs and timely feedback.
- Maintain clear communication and provide visibility into progress, blockers, and decisions.
- Protect confidential business, customer, campaign, and performance information.

Compensation

Compensation is flexible and scope-dependent.

COMPONENT	HOW IT WORKS
Strategist Fee	Agreed per project based on scope, deliverables, complexity, and timeline. The fee and payment schedule are confirmed in writing before work begins.
Creator Budget	Provided separately by TIE and approved for each project. Creator fees are not included in the strategist's project fee unless explicitly agreed.
Additional Costs	Any additional production, talent, tools, or third-party costs must be disclosed and approved by TIE in advance.
Future Projects	Fees are agreed separately for each subsequent project based on its scope.

Please include your preferred project fee or rate, availability, and the type of engagement you're open to when applying.

TIE will align on the budget and payment terms with selected candidates before confirming any project.

THE IMPLANT ENGINE

THE OBJECTIVE

We’re looking for creative strategists who combine customer psychology, direct-response thinking, strong creative judgment, and performance data to develop advertising that makes people take action.

Show us how you think, how you lead creative, and how you turn insights into advertising opportunities.