

30 DAY SOCIAL MEDIA MARKETING PACK

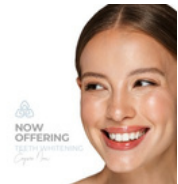
TEETH WHITENING



By implementing these targeted marketing strategies, you can effectively promote your Teeth whitening appointments, attract more clients, and position yourself as a trusted expert in the field. Remember to track your marketing efforts and adjust your strategies as needed to maximize your success. Here's a comprehensive guide on what to post, the best times to post, and the best hashtags to use (always use @harleystreetsmiles and #harleystreetsmiles for best results!) for a month-long social media strategy:

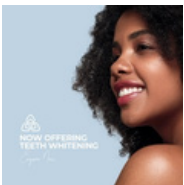
WEEK 1:

MONDAY:



✨ Brighten your smile! ✨ We're excited to announce that we are now offering professional teeth whitening services! Get ready to shine with confidence—book your appointment today! 💎 #TeethWhitening #BrightSmile #ConfidenceBoost

TUESDAY:



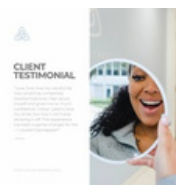
☀️ Say goodbye to dull smiles! ☀️ We're now offering teeth whitening services to help you achieve the radiant grin you've always wanted. Don't wait—transform your smile today! 😊✨ #TeethWhitening #SmileBright #GlowUp

WEDNESDAY:



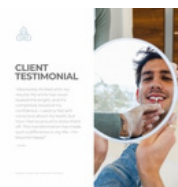
💡 Exciting opportunity alert! We're looking to partner with local businesses for our new teeth whitening services! If you're interested in collaborating and bringing brighter smiles to your customers, let's connect! ✨💬 #Partnerships #TeethWhitening #Collaboration

THURSDAY:



Our client couldn't be happier with her bright, confident new look after her teeth whitening treatment. She says it's given her a whole new level of confidence—and we couldn't be more thrilled with her results! 🦷💖 Ready to love your smile? Book your session today and get the glow you deserve! #SmileMakeover #TeethWhitening #ConfidenceBoost #BrightSmile #ClientLove #SmileTransformation #SelfCare"

FRIDAY:



✨ Transform your smile, transform your life! ✨ Just like our amazing client, you too can experience a boost in confidence and a radiant smile with our teeth whitening services. Ready to shine? Book your appointment today and start your journey to a brighter smile! 😊💖 #SmileTransformation #TeethWhitening #ConfidenceBoost

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WEEK 2:

MONDAY:



✨ Get the smile you've always dreamed of with 10% OFF our teeth whitening treatment! Brighten up and boost your confidence with a smile that truly shines. Don't miss out—enquire now to book your spot!
#TeethWhitening #DreamSmile #LimitedOffer #BrightSmile #ConfidenceBoost #SelfCare #SmileBrighter

TUESDAY:



✨ Get the smile you've always dreamed of with 10% OFF our teeth whitening treatment! Brighten up and boost your confidence with a smile that truly shines. Don't miss out—enquire now to book your spot!
#TeethWhitening #DreamSmile #LimitedOffer #BrightSmile #ConfidenceBoost #SelfCare #SmileBrighter

WEDNESDAY:



Thrilled to announce that I'm now officially trained with Harley Street Smiles! Using their unique, vegan-friendly whitening formula, I can now offer clients a treatment designed to achieve stunning, sensitivity-free results. Ready to help you smile brighter and feel more confident than ever! ✨ #HarleyStreetCertified #BrightSmile #ProfessionalWhitening"

THURSDAY:



☀️ Want a brighter smile? Here are some tips! Maintain a consistent oral care routine by brushing and flossing daily, and limit stain-causing foods and drinks like coffee and red wine. Stay hydrated to help wash away food particles, and consider professional whitening treatments for quicker results. Follow these tips, and get ready to shine! 😊
✨ #TeethWhitening #SmileBright #OralCare #ConfidenceBoost

FRIDAY:



☀️ Discover our Smile Care Range! Designed to help you maintain that dazzling brightness after your whitening treatment, our vegan-friendly, cruelty-free products ensure your smile stays radiant. From advanced home kits to color correctors, we've got everything you need for long-lasting results. Elevate your oral care routine and show off your smile with confidence! 😊 ✨ #SmileCare #TeethWhitening #BrightSmile

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WEEK 3:

MONDAY:



☀️ Here's a fantastic before and after from one of our clients! They experienced a stunning transformation that brightened their smile and boosted their confidence. Check out these incredible before and after results! 😊☀️ #SmileTransformation #ClientLove

TUESDAY:



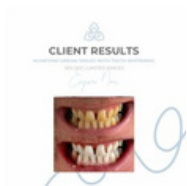
❤️ We love hearing from our clients! This before and after showcases how our teeth whitening service changed their smile and self-esteem. Swipe to see the amazing before and after! #BeforeAndAfter #TeethWhitening

WEDNESDAY:



Thrilled to announce that I'm now officially trained with Harley Street Smiles! Using their unique, vegan-friendly whitening formula, I can now offer clients a treatment designed to achieve stunning, sensitivity-free results. Ready to help you smile brighter and feel more confident than ever! ✨ #HarleyStreetCertified #BrightSmile #ProfessionalWhitening"

THURSDAY:



We're excited to share some recent results! This client experienced a remarkable smile transformation that has truly changed their life. Swipe to see the dramatic before and after photos! ✨ #TeethWhitening #TransformationTuesday

FRIDAY:



✨ Achieve real results with our professional teeth whitening services! Our clients are loving their brighter smiles and newfound confidence. Don't just dream about the perfect smile—make it a reality! Book your appointment today and see the difference for yourself! 😊❤️ #RealResults #TeethWhitening #SmileBright

WEEK 4

- Repeat the themes and strategies from Week 1 and Week 2 to maintain consistency and engagement.

- Adjust posting times based on the performance of your previous posts and audience insights.

By following this week-to-week schedule and utilizing the recommended posting times and hashtags, you can effectively showcase your teeth whitening services, engage your audience, and attract potential clients to your business.

Effective social media management is key for boosting sales of teeth whitening sessions because it helps you reach more people, engage with potential clients, and build trust with eye-catching content.

By using targeted ads and promos, you can showcase the benefits and success stories of your teeth whitening sessions, attracting new customers and encouraging repeat visits. Plus, being active on social media lets you quickly respond to questions and feedback, keeping customers happy and loyal.

Here are some top social media tips to assist with your business strategy:

- Daily posting is recommended.
- Consistent branding is a must
 - Start with a clean, modern logo, brand colours and brand font (up to 3). Ensure you use this branding across all posts to create a uniform online presence to generate awareness of your brand so existing and prospective customers recognise you instantly and want to see what you're posting!

Association

Tag @harleystreetsmiles and hashtag #harleystreetsmiles on all posts. This shows **brand association** to the UK's leading experts in teeth whitening, gaining instant trust and credibility for your business. Harley Street Smiles will also occasionally the best partner posts to our stories which will boost your reach.

When to post

- From our studies, 7-9pm has been proven as the peak time for best engagement (the most people scrolling social media and relaxed to consider purchases)
- Also aim for non work hours like lunchtime and weekends
- Avoid between 3-4pm which is the worst time for engagement

What to post

- Before and after pics with how many shades whiter so customers can relate to this and want their teeth whitened. You can always use the Smile Board to make the photo more exciting! Reels
- (video content) of the process showing how easy and straight forward it is. Videos of your client going up to the mirror and seeing their smile while you video their reaction. certified specialists that post reveal videos generate more business as followers can see the live reaction to the client's brighter new smile. Use the Harley Street Smiles **Smile Board** for an Instagram-able results shot,
- using brand association with Harley Street Smiles to drive credibility and sales.

Use your branding elements (font, colours, or logo) on photos so competitors cannot steal them

★ Reviews

- Ask clients to post the before and after pic on their story or wall and tag and write a review. Encourage them to include the following
 - How many shades whiter
 - How easy the process was
 - How instant the results were
 - That there was no pain or sensitivity
 - How they'd recommend them etc
- Always ask them to tag @HarleyStreetSmiles and #HarleyStreetSmiles and your social media on the review so client's followers/friends will be influenced by the review from someone they trust. Ask if the client's socials are linked so they can post the content on Facebook and Instagram both.

Design Packages Available

- Brand Creation
- Website Design
- Social Media Management

are available through the services page on our website: <https://harleystreetsmiles.co.uk/services>

MARKETING ADVICE

Congratulations on your journey into the world of Teeth Whitening! As you dive into this exciting field, it's crucial to have effective marketing strategies in place to ensure the success of your business. Here are some tailored marketing tips and advice to help you thrive:

Targeted Online Advertising

- Utilize targeted online advertising platforms such as Google Ads and Facebook Ads to reach potential clients actively searching for Teeth whitening and appointments in your area.
- Create visually appealing ad creatives that showcase your work and highlight any promotions or discounts you're offering.

Local SEO Optimization

- Optimize your website for local search engine optimization (SEO) to ensure that your business appears prominently in local search results.
- Include location-specific keywords in your website content, meta tags, and headings to improve your visibility in local searches.
- Do not use: treatment, dentist, hygienist or technician.

Social Media Marketing

- Leverage the power of social media platforms such as Facebook, Instagram and TikTok to showcase your work and engage with potential clients.
- Post high-quality images and videos of your Teeth Whitening sessions, before-and-after transformations, and client testimonials. Also encourage your clients to share their results and tag you and @harleystreetsmiles
 - Top tip: Take multiple before and after images at different angles so you have options to choose from when creating your post
- Engage with your audience by responding to comments, hosting live Q&A sessions, and sharing user-generated content.

Influencer Partnerships

- Collaborate with influencers and micro-influencers in the beauty and lifestyle niche to reach a wider audience and gain credibility.
- Offer complimentary Teeth Whitening appointments in exchange for sponsored posts or shoutouts on their social media channels.

Email Marketing Campaigns

- Build an email list of interested clients and leads through your website and social media channels with an incentive like "join our mailing list for a chance to win ____"
- Send regular newsletters with updates on your offers and special promotions to keep your audience engaged and informed.

Community Engagement

- Get involved in local community events, fairs, bridal fairs and expos to showcase your offerings and connect with potential clients face-to-face.
- Offer educational workshops or demonstrations on Teeth Whitening and to attract attention and build trust within your community.

Banners

- Check out for areas of heavy traffic ideally opposite traffic lights to display your teeth whitening sessions.

Bridal Fairs

- Attend local bridal fairs as everyone going to a wedding wants to look their best (not just the bride and groom)
- Devise a special discount code for the bridal party and guests and ask the bride/groom/bridesmaids for their WhatsApp - give them an incentive to promote your sessions by offering them 1 free for every 10 booked.

Approach bridal shops with posters (ideally put your poster in a nice picture frame to match the aesthetics of the shop) again offer to recommend them use your networking skills.

Barbers/Gyms/Tattoo Parlours/Piercing Studios/Hair & Beauty Salons etc.

Approach related businesses to hold a teeth whitening clinic say once per month. Men want to have teeth whitening but not always keen to go into a clinic/salon, but are happy to sit in a barber environment. This also gives you more exposure to other customers coming in and seeing the process and enquiring.