

# 30 DAY SOCIAL MEDIA MARKETING PACK

TEETH WHITENING

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# 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.

## 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.

## REVIEWS

- Ask clients to post their 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 @MatchWhiteOfficial and #MatchWhiteOfficial 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.

## BEST TIMES TO POST ON SOCIAL MEDIA

### Monday

11:00 AM — 1:00 PM  
6:00 PM — 8:00 PM

### Tuesday

9:00 AM — 11:00 AM (Very strong day)  
6:00 PM — 9:00 PM

### Wednesday

11:00 AM — 1:00 PM  
7:00 PM — 9:00 PM

### Thursday

9:00 AM — 12:00 PM (Peak engagement day)  
6:00 PM — 8:00 PM

### Friday

11:00 AM — 1:00 PM  
5:00 PM — 7:00 PM

### Saturday

9:00 AM — 11:00 AM  
6:00 PM — 8:00 PM

### Sunday

9:00 AM — 12:00 PM  
7:00 PM — 9:00 PM

## DESIGN PACKAGES AVAILABLE

- Brand Creation
- Website Design
- Social Media Management

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

We've made this very easy for you to use, you just copy and paste each caption + hashtags, and click each image / video and press the download button to download it.

## WEEK 1:

### MONDAY:



Limited appointments this week  
Message "SMILE" to book

[Location]

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

### TUESDAY:

One of the most common questions I get...

*Is teeth whitening safe?*  
Let's clear things up.

Yes — when done professionally, teeth whitening is completely safe.

I use a gentle, compliant system designed to brighten your smile without damaging your enamel.

The process is comfortable, controlled, and tailored to you — so you can feel confident every step of the way.

Limited appointments available this week

Message "SMILE" to book

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

### WEDNESDAY:

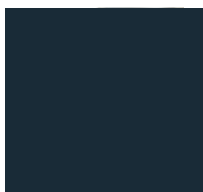


This could be your smile in 60 minutes.  
Clean. Bright. Confident.

Message "SMILE" to secure your slot  
[Location]

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

### THURSDAY:



Reveal Videos

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

### FRIDAY:

Professional teeth whitening.  
One session.  
Visible results.

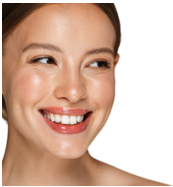
Limited spaces available this week  
[Location]



#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**WEEK 2:**  
**MONDAY:**

You don't need a full transformation...  
just the right one.



A brighter smile is the quickest way to look more polished,  
more confident, instantly.

A few appointments left this week  
Message "SMILE" to book

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**TUESDAY:**



A brighter smile changes everything.  
Subtle. Clean. Confident.  
[Location]  
Now booking

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**WEDNESDAY:**

The difference goes beyond just whiter teeth...

*What are the benefits?  
Let's break it down...*

A brighter smile instantly lifts your overall look — making you feel more confident,  
more polished, and more put together.

It's one of the simplest ways to refresh your appearance without anything invasive.

Clean. Natural. Effortless

[Location]  
Limited appointments available this week

Message "SMILE" to book

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**THURSDAY:**



If you've been thinking about whitening your teeth — this is your sign.  
[Location]  
Appointments available this week

##MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**FRIDAY:**



Reveal Videos

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

### WEEK 3:

#### MONDAY:



Results you can actually see.  
No filters. No editing.

[Location]

Message "SMILE" to book

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

#### TUESDAY:



Not everything has to be perfect...

But a clean, white smile?  
That's what people notice first.

Simple. Effective. Worth it.

Limited availability this week  
Message "SMILE" to secure your slot

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

#### WEDNESDAY:



Safe. Effective. Professional.  
Teeth whitening in just one session.

[Location]

Limited availability

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

#### THURSDAY:

One of the most common questions I get...

*How long do results last?  
Let's talk realistically...*

Results can last several months, depending on your lifestyle — things like coffee, smoking, and diet can affect how long your smile stays bright.

Most clients come back for a simple top-up when they feel they need a refresh to keep their results looking clean and fresh.

I'll also guide you on how to maintain your results properly after your session

[Location]

Limited appointments available this week

Message "SMILE" to book

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

#### FRIDAY:



Confidence starts with your smile.

[Location]

Book your whitening session this week

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

## WEEK 4:

### MONDAY:



Reveal Videos

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

### TUESDAY:



Clean, natural-looking results.  
No overdone whitening — just a brighter smile.

[Location]

Now taking bookings

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

### WEDNESDAY:



It's not about changing how you look...  
it's about how you feel when you smile.

Fresh. Clean. Confident.

Appointments filling this week  
Message "SMILE" now

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

### THURSDAY:



Your smile, just brighter.

[Location]

Limited spaces remaining this week

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

### FRIDAY:

Short answer: no.

*Does it damage your teeth?*  
Short answer: no...

When carried out professionally, teeth whitening does not damage your teeth.

The system I use is designed to safely lift staining while protecting your enamel — giving you a brighter smile without compromising your dental health.

Everything is controlled, gentle, and tailored to you, so you can feel confident throughout the entire process.

[Location]

Limited appointments available this week

Message "SMILE" to book

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**WEEK 5:**

**MONDAY:**



Whiter teeth.  
Fresher look.  
More confidence.  
[Location]  
Message to book

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**TUESDAY:**



Reveal Videos

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**WEDNESDAY:**

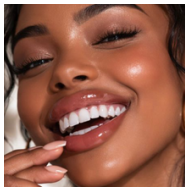


Subtle but noticeable results.  
Exactly how whitening should be.  
[Location]  
Appointments available

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**THURSDAY:**

You don't need everything done...



But this one detail?  
It makes a difference instantly.

A brighter smile = a more confident you

Only a few spaces remaining  
Message "SMILE" to book

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**FRIDAY:**



A simple treatment.  
A visible difference.  
[Location]  
Book your slot this week

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**WEEK 6:**

**MONDAY:**



Reveal Videos

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**TUESDAY:**



There's a difference you can't always explain...  
but you can see it instantly.

Clean. Bright. Polished.

The kind of detail that elevates everything.

This week's appointments nearly gone  
Message "SMILE" to book

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**WEDNESDAY:**



Fresh, clean, confident.  
Professional teeth whitening in one session.  
[Location]

Message "SMILE" to secure your space

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**THURSDAY:**



Some upgrades take months...  
this one takes one appointment.

A brighter smile changes how you look —  
and how you carry yourself.

Effortless, but powerful.

Limited slots remaining this week  
Message "SMILE" now

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**FRIDAY:**



Reveal Videos

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty

**WEEK 7:**

**MONDAY:**



This isn't extra...  
this is the standard.

Fresh, white, well-maintained.

When your smile is right, everything else follows.

Bookings open for this week  
Message "SMILE" to secure your slot

#MatchWhiteOfficial #MatchWhite #teethwhitening #[Your Location] Aesthetics  
#[Your Location] Beauty