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Instagram Post

New Year Goals for Healthcare Marketing

Share 5 actionable marketing goals for dental practices in 2025

Content: Carousel post featuring: 1) Increase online reviews 2) Optimize Google Business Profile 3) Launch patient education content 4) Improve website conversion 5) Build email list

CTA: Which goal will you tackle first?

#HealthcareMarketing #DentalMarketing #2025Goals

2

Blog Post

Content Marketing Trends 2025

2,000-word comprehensive guide on emerging trends

Content: Cover AI in healthcare marketing, video-first strategy, personalized patient journeys, voice search optimization, and AHPRA compliance updates

CTA: Download our complete 2025 trends report

SEO: "healthcare content marketing 2025"

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Instagram Reel

Behind the Scenes - Content Creation

30-second BTS of creating dental practice content

Content: Show process: research → script → design → compliance check → publish. Use trending audio, text overlays explaining each step

CTA: Follow for more marketing insights

#BehindTheScenes #ContentCreation #MarketingAgency

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Facebook Post

Client Success Story - Dr. Smith Dental

Before/after metrics from 6-month campaign

Content: Case study graphic showing: +156% website traffic, +89% online bookings, +45 Google reviews. Include client testimonial quote and practice photo

CTA: Want results like these? Book a strategy call

#ClientSuccess #DentalMarketing #Results

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Instagram Stories

Team Introduction Series - Day 1

Meet the team - 5-slide story sequence

10

Podcast Episode

Marketing for Healthcare Practices in 2025

45-minute interview with dental marketing expert

Content: Topics: AHPRA advertising compliance, patient acquisition strategies, digital vs traditional marketing, measuring ROI, building trust online

CTA: [Subscribe on Spotify & Apple Podcasts](#)

Show notes on website with resources

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Instagram Reel

5 Quick Marketing Tips for Busy Practitioners

Fast-paced tip compilation reel (15 seconds)

Content: 1) Post patient education content 2) Respond to reviews within 24hrs 3) Use high-quality photos 4) Share team culture 5) Stay AHPRA compliant. Quick cuts with text overlays

CTA: [Save this for later!](#)

#MarketingTips #HealthcarePractice #QuickWins

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Facebook Post

Industry News - Google Business Updates

Educational post about latest Google Business Profile features

Content: Explain new features for healthcare practices: appointment booking integration, service menus, Q&A optimization. Include screenshots and step-by-step guide link

CTA: [Need help optimizing your profile?](#)

#GoogleBusiness #LocalSEO #HealthcareMarketing

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■ PRODUCT LAUNCH

NEW: Complete Patient Acquisition Package

Multi-platform launch campaign for new service

Content: Announce comprehensive package: Website audit + SEO + Google Ads + Social Media + Email campaigns. Special launch pricing. Email blast, social posts, website banner, client outreach

CTA: [Book discovery call - Limited spots available](#)

#NewService #PatientAcquisition #HealthcareGrowth

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Blog Post

Complete SEO Guide for Dental Practices

3,000-word pillar content piece

Content: Sections: Keyword research for healthcare, on-page optimization, local SEO strategies, content marketing, technical SEO, link building (AHPRA-compliant), measuring success. Include templates

CTA: [Download free SEO checklist](#)

Target: "dental practice SEO" "healthcare SEO guide"

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Instagram Post

Monday Motivation - Marketing Quote

Inspirational quote graphic in brand colors

Content: Custom graphic: "Your patients are looking for you online. Make sure they find you first." Include practice growth stat or tip in caption

CTA: Tag a colleague who needs to see this

#MondayMotivation #HealthcareMarketing #PracticeGrowth

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Instagram Stories

Client Testimonial Showcase

Video testimonial clips + graphics (8 slides)

Content: Slide 1: Intro, Slides 2-5: Video clips from client interview, Slide 6: Key results graphic, Slide 7: Before/after metrics, Slide 8: CTA with link

CTA: Link to full case study on website

Location: Melbourne, VIC

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Instagram Reel

Our Content Creation Process Walkthrough

Educational reel showing workflow (30 seconds)

Content: Timelapse/montage: Client brief → Market research → Content strategy → Copywriting → Design → AHPRA compliance review → Scheduling → Analytics. Upbeat music

CTA: Ready to streamline your content?

#ContentStrategy #ProcessVideo #MarketingAgency

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Podcast Episode

Measuring Marketing ROI for Healthcare Practices

50-minute deep dive with data analyst

Content: Topics: Setting up tracking, key metrics for practices, patient lifetime value, attribution models, Google Analytics for healthcare, proving marketing value to partners

CTA: Download ROI calculator template

Episode #12 - Analytics series

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Facebook Post

Weekly Marketing Roundup

Curated industry news and tips

Content: Share 4-5 relevant articles/updates: Google algorithm changes, social media updates, healthcare marketing regulations, success stories. Add commentary on each

CTA: Which story interested you most?

#WeeklyRoundup #MarketingNews #Healthcare

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Blog Post

Case Study: How We Helped [Practice] Grow 200%

In-depth client success story (1,500 words)

Content: Structure: Challenge, Strategy, Implementation, Results, Lessons. Include metrics, screenshots, client quotes, timeline, before/after comparisons. SEO-optimized

CTA: Schedule your free marketing audit

Target: "dental practice marketing case study"

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Instagram Reel

January Recap - Month in Review

Montage of monthly highlights (20 seconds)

Content: Show: Client wins, team moments, content created, events attended, new launches. End with "February preview" teaser. Trending audio

CTA: Comment your favorite moment

#MonthlyRecap #BehindTheScenes #January2025

Content Mix Summary

- Instagram Reels: 4 pieces
- Instagram Posts: 3 pieces
- Instagram Stories: 2 pieces
- Facebook Posts: 3 pieces
- Blog Posts: 3 pieces
- Podcast Episodes: 2 pieces
- Product Launch: 1 pieces

Total Content Pieces: 18

Important Notes

- All content must be AHPRA compliant before publishing
- Review and respond to all comments within 24 hours
- Track metrics weekly: engagement, reach, website traffic, conversions
- Adjust strategy based on performance data
- Maintain consistent brand voice across all platforms
- Schedule content 1 week in advance for review
- Coordinate product launch across all channels on Jan 15
- Prepare February content plan by Jan 25

Key Dates & Campaigns

- January 15: PRODUCT LAUNCH - All hands on deck
- January 10 & 24: Podcast episode releases