



aspire2d

UPSKILL YOUR DENTAL CAREER

*Valentines
Promo*



VALENTINES PROMO - QUICK TIPS

A Valentines promo is a **fun and positive** way to **boost** your practice brand **awareness, reach potential** new patients and **re-engage** with your existing patients and followers. Just like other holidays and big events such as Christmas, Valentines Day is big business and it is estimated that up to half of adults celebrate with their special someone. Tapping into this makes good business sense as a chance to bring in more revenue.

At the forefront of the Valentines experience is 'the kiss' and this is where dentistry has a fantastic opportunity because of course, we deal with a healthy mouth, a great smile and fresh breath!

There's a wide range of ways to market your practice around Valentines Day. This includes your services, experiences, gifts or information, education and these can be dental and non-dental.

Make it fun!

Spread the love!

PROMO IDEAS:

- Price promotion eg, 25% off a hygiene visit or teeth whitening
- Gift or prize giveaway
- Every patient receives a box of chocolates from now to Feb 14.
- Valentines Day inspiration posts eg restuarants, recipes, experiences, gift ideas
- Tips on surviving Valentines Day - all that chocolate and wine!
- Have a themed event
- Create a sticker or frame to use on social media
- Don't forget the single people - splurge on yourself



VALENTINES PROMO - QUICK TIPS

Take a look at the following information on running a promo below taken from the Aspire2d short course.

YOUR MAIN GOALS:

- Grow your brand (practice), increase brand awareness
- Turn your followers into active engagers to build reach
- Reach and engage new followers and potential patients
- Drive leads and revenue towards your practice with conversions
- Improve patient retention with positive feedback

MEASURING SUCCESS:

- Growth and awareness: increase page likes, followers and shares
- Engagement: entries, comments, reactions, @mentions and views
- New patients: calls, enquiries and bookings (conversions)
- Conversions: website clicks, on-line bookings, email sign-up
- Patient positive comments

ENCOURAGE POST ENGAGEMENT:

- Choose A or B and tell us why...
- What's your favourite...?
- Tell us how you ...
- Who will you...?

VALENTINES PROMO - QUICK TIPS

BOOST YOUR CAMPAIGN WITH TEAM INVOLVEMENT:

- Share the promo post to their timeline
- Share the post to appropriate pages and groups
- Tag friends @mentions
- Comment with enthusiasm and positivity
- Comment to encourage entries
- Reply to comments and entries to show appreciation, wish good luck

**Need more ideas and the step-by-step instructions
to run a successful campaign?**

Sign up for the Aspire2d short course for only \$19AUD.

**Go to www.aspire2d.com.au/run-a-social-media-promo
and get all the tips and tricks in full!**

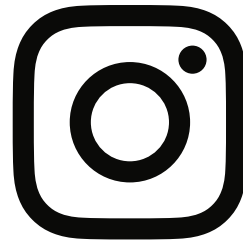


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