



# Content Ideas to Attract New Patients

Content marketing is an incredibly powerful and cost-effective way to promote your practice. By publishing regular content, you're able to reach a wider audience, communicate information about who you are and what you do – without spending big bucks on advertising.

Stuck for ideas? Here's your checklist of Content Ideas to Attract New Patients!

## VIDEOS

- Tutorials or how-to's
- Talking to camera
- Live event and live-streams
- Q&A's
- About us/our practice
- Explaining a procedure
- Behind the scenes footage
- Interviews with other professionals

## BLOGS

- How to...
- What you need to know about....
- Why you should/shouldn't...
- Educational content
- Comparing procedures or products
- Case studies
- Opinion pieces
- In-depth articles showcasing your niche
- Exploring current trends, new technologies, and methodologies
- Industry news such as new regulations, legislation, or recommendations from governing bodies

## IMAGES

- Before and after results
- Quote from yourself or famous person
- Pictures of products or equipment
- Team photo or images of your practice
- Infographics and checklists
- Helpful tips, facts, and statistics

## EMAILS AND NEWSLETTERS

- Changes to pricing, hours, and team members
- Any bundles or deals you might be offering
- Showcasing products and services
- Partnerships or initiatives with community groups and businesses
- Special events or holidays coming up
- Exploring a new procedure, trend, or product
- Calling out for referrals or reviews

## SOCIAL MEDIA POSTS

- Lessons, opinions, or advice
- Myth-busting and facts
- Insider knowledge
- Breaking down how and why certain procedures or conditions work
- Sharing what makes your practice unique
- Polls and interactive Q&A's
- Challenges. Competitions, give-aways

Want more guidance and advice on how to *really* grow your practice? Head to [click here](#) to register for your **FREE** strategy session with Savvy Dentist founder and leading dental coach, Dr Jesse Green! But be sure to hurry, there are limited spots available...

**SECURE YOUR STRATEGY SESSION NOW**