GROW



180°

CONTENT & MEDIA STRATEGY

Presented To Dr. Salsabil

Agenda

Objective

Action Plan

Content Plan

Media Plan

Shooting & Schedule

Requirements

Objective

Our objective is clear and simple Increase qualified patient bookings through instagram & facebook by making potential By making potential patients see that we understand their problem. Followed by creating doctor-led content so that patients associate a doctor with an area of expertise. And last but not least highlighting the exceptional facilities that only we have. Whie making sure to stay relevant to expats

How are we going to do this?

01 Awareness Meta Campaigns

02 Build Equity through Content Marketing

03 Build a retention flow that's impossible to ignore

Content Pillars

DOCTOR AUTHORITY 25%

We strive to make the doctors themselves a reason to follow and eventually book.

TREATMENT EDUCATION 25%

Implants, root canals, crowns, whitening, Airflow, fillers/aesthetics, oral health

LIFE AT 180 10%

The clinic has something many practices don't infrastructure worth showing.

COMFORT AND TRUST 20%

Pain, anxiety, costs, recovery, appointments, misconceptions, clinic process

BEFORE AND AFTER TRANSFORMATION 20%

Before/after, smile analysis, treatment journeys, case breakdowns, same-day crowns

PILLAR: TREATMENT EDUCATION (REEL)

Your crown one day



PILLAR: TREATMENT EDUCATION (REEL)

Your crown one day

SHOOT: Same crown-in-one-day story, cut as a shorter Arabic-led version.

CAPTION:
At 180°, your crown is scanned, designed, made and fitted in one day, right inside our clinic.
الصبح دخلت محتاج تاج… والعصر خرجت بابتسامة جديدة 😁
Your time matters. Your smile does too.
→ Book now via the link in bio.
#180Degrees #OneDayCrown #SmileDesign #DentistEgypt



PILLAR: TREATMENT EDUCATION (REEL)

I Wouldn't Give You Veneers

SHOOT: Doctor to camera: "I might tell you no." Quick cuts: colour → whitening, alignment → ortho, damage → crown.

CAPTION:
Yes, a dentist just said no to veneers. Here's why. 👇 If it's colour, whitening may be enough. If it's alignment, orthodontics may be better. If the tooth is damaged, a crown may make more sense.
Good aesthetic dentistry is about choosing the right treatment for YOU.
مش كل ابتسامة محتاجة فينيرز... المهم العلاج الصح 🤍
→ Send us a photo of your smile and book an honest assessment.
#180Degrees #Veneers #HonestDentistry #SmileMakeover



PILLAR: DOCTOR AUTHORITY (REEL)

Dentist Reacts to Things People Do at Home

SHOOT: Dentist reacts to opening things with teeth, weekly whitening strips, charcoal toothpaste, electric toothbrush, ignoring bleeding gums.

CAPTION:
Our dentist reacts to your at-home habits... and some of these hurt. 😬
Which one are you guilty of? Tell us in the comments 👇
انت بتعمل أنهي واحدة؟ 😅
#180Degrees #DentistReacts #DentalTips #OralHealth #DentistEgypt



PILLAR: CASE (REEL)

Real Case view

SHOOT: Dentist walks through a real case: the condition, the diagnosis and why this treatment was chosen.

CAPTION:
A real patient. A real diagnosis. A real plan. 🦷
Our dentist walks you through this case: what we saw, what it meant, and why we chose this treatment. Every treatment should have a reason.
حالة حقيقية.. وليه اخترنا العلاج ده بالظبط
*Shared with full patient consent. → Have a similar concern? DM us.
#180Degrees #RealCase #DentalCase #TreatmentPlan
#SmileTransformation



PILLAR: COMFORT AND TRUST (REEL)

Detail behind the smile

SHOOT: Three frames in one seamless sequence: the doctor, the treatment process, the final result.

CAPTION:
The doctor. The process. The result. ✨
Behind every confident smile is careful planning, precise work and a team that takes its time. This is the detail behind the smile at 180°.
ورا كل ابتسامة... تفاصيل كتير بنهتم بيها 🤍

→ Start your journey: link in bio.
#180Degrees #SmileJourney #BeforeAndAfter #DentalCare

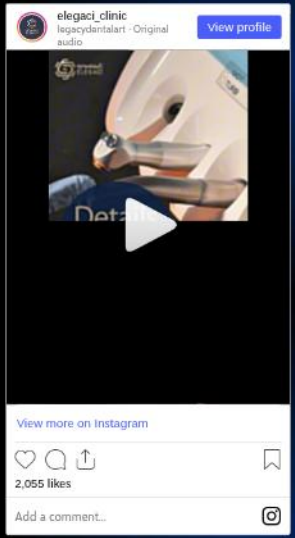


PILLAR: LIFE AT 180 (REEL)

Meet the Tools

SHOOT: Fast, satisfying showcase of each tool with creative transitions and a final lineup.

CAPTION:
Meet the tools behind your smile. 🔧✨
Every instrument has a job, and every job is done with precision.
Which one do you think we use the most? Guess in the comments 👇
تعرف أنهي أداة بنستخدمها أكتر حاجة؟ 🤔
#180Degrees #DentalTools #SatisfyingVideo #BehindTheScenes



PILLAR: LIFE AT 180 (REEL) | V1: THE CHECK-UP

before your child back to school

SHOOT: A parent and child arrive for a quick back-to-school check-up; dentist checks, child leaves smiling.

CAPTION:
New bag ✅ New uniform ✅ Dental check-up? 🦷
A quick visit before school starts can catch small cavities early and save your child pain (and missed school days) later.
قبل المدارس... متنساش كشف الأسنان لأولادك 🎒
→ Book your child's back-to-school check-up now.
#180Degrees #BackToSchool #KidsDentist #HealthySmiles



PILLAR: LIFE AT 180 (REEL) | V2: KID-FRIENDLY VISIT

before your child back to school

SHOOT: A nervous child gets a gentle, playful visit: doctor explains the tools, high-five at the end.

CAPTION:
Going to the dentist doesn't have to be scary. 🧸
At 180°, we take the time to make kids feel safe, relaxed and even excited about their visit. Happy visit today = healthy habits for life.
💙 خلّي زيارة الدكتور تجربة حلوة لطفلك

→ Book a kids' appointment: link in bio.
#180Degrees #KidsDentist #BackToSchool #HappyKids



PILLAR: LIFE AT 180 (REEL) | V3: PARENT TIPS

before your child back to school

SHOOT: Dentist gives parents 3 quick back-to-school tips to camera, with on-screen text for each tip.

CAPTION:
3 things to do before school starts: 🎒 ① Book a dental check-up ② Swap sugary lunchbox snacks for smarter options ③ Set a 2-minute brushing routine, morning and night. Save this for back-to-school week 📌

نصايح بسيطة لأسنان أولادك مع بداية الدراسة
#180Degrees #BackToSchool #ParentingTips #KidsOralHealth



PILLAR: TREATMENT EDUCATION (STATIC)

Manual vs Electric Tooth Brush

DESIGN: Simple side-by-side comparison of manual vs electric: benefits, who each suits, and why technique matters most.

CAPTION:
Manual or electric: which one actually cleans better? 🪥
Electric: better plaque removal, pressure control, built-in timer. Manual: affordable, travel-friendly, effective with the right technique. The best toothbrush is the one you use correctly, twice a day.
يدوي ولا كهربا؟ الأهم إنك تستخدمها صح 😉
→ Save this and share it with someone who brushes too hard.
#180Degrees #Toothbrush #DentalTips #OralHealth



PILLAR: COMFORT & TRUST (STATIC)

6 Things we wish more patients knew

DESIGN: Carousel, 1 fact per slide: pain isn't the first sign, bleeding gums, brushing too hard, flossing, sugar frequency, teeth aren't tools.

CAPTION:
6 things your dentist wishes you knew 👇 Which one surprised you most?

حاجات بسيطة... بس بتفرق جامد في صحة أسنانك 🦷
→ Due for a check-up? Book through the link in bio.
#180Degrees #DentalFacts #OralHealth #PreventiveDentistry



PILLAR: TREATMENT EDUCATION (STATIC)

What is Airflow cleaning?

DESIGN: Explain Airflow: a minimally invasive cleaning using air, warm water and fine powder to gently polish teeth.

CAPTION:
What is Airflow cleaning? 💨✨
A gentle cleaning that uses air, warm water and fine powder to remove stains, plaque and biofilm, with no scraping and no discomfort. Fresher. Brighter. Healthier.
تنضيف Airflow... مريح، سريع، ونتيجته واضحة من أول جلسة
→ Book your Airflow session: link in bio.
#180Degrees #Airflow #TeethCleaning #BrighterSmile



PILLAR: COMFORT & TRUST (STATIC)

The bridal appointment or back to school for kids

DESIGN: Wedding-ready smiles at a discounted rate or a wedding package.

CAPTION:
Say "I do" to a brighter smile. 💍✨ Your wedding photos last forever, so make sure your smile is ready. Our bridal package includes Airflow cleaning + whitening at a special rate.

عروسة؟ ابتسامتك لازم تكون جاهزة ليوم الفرح 🤍
→ DM "BRIDE" for the package details.
#180Degrees #BridalSmile #WeddingReady #TeethWhitening



Now on to the media plan,
78% of customer buy from
business who respond first



Media

01 Clinic Showcasing Awareness

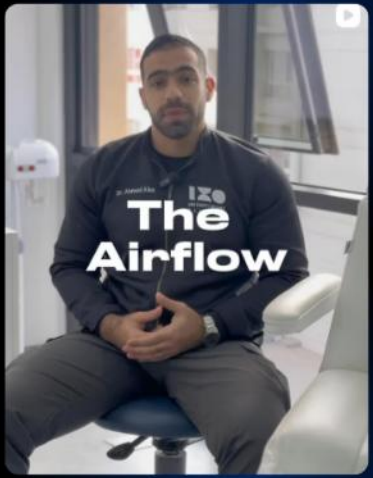
02 Airflow & Whitening

03 Bridal Packages

AD #1

The Airflow bridal appointment or back to school for kids

BRIEF: Wedding-ready smiles at a discounted rate or a wedding package.
AD COPY: No scraping. No discomfort. Just a cleaner, brighter smile. 💨✨ Discover Airflow cleaning at 180°.
تنضيف أسنان مريح ونتيجة من أول جلسة
HEADLINE: Airflow Cleaning at 180° | BUTTON: Send Message (WhatsApp)



AD #2

Clinic showcasing awareness showing all tools and PODs

BRIEF: Show the exclusive machines and special rooms (pods).

AD COPY: Step inside 180°: private treatment pods, advanced machines and a team that designs every visit around your comfort. This is dentistry, redesigned.

عيادة أسنان بمستوى مختلف

HEADLINE: See Inside 180° | BUTTON: Book Now / Send Message



AD #3

Teeth Whitening bridal appointment or back to school for kids

BRIEF: Wedding-ready smiles at a discounted rate or a wedding package.
AD COPY: Wedding coming up? Get a wedding-ready smile with our bridal whitening package at a special rate. 💍 Limited slots each month.
ابتسامة جاهزة ليوم فرحك
HEADLINE: Bridal Smile Package | BUTTON: Send Message

STORY STRATEGY | REPEAT EVERY MONTH

Monthly Story Strategy

Posts bring people in. Stories build trust and turn followers into bookings.
4–6 story frames a day, 7 days a week. Vertical 9:16, 5–15 sec per clip.

WEEKLY RHYTHM
Sun — Ask the Dentist (question sticker) · Doctor Authority
Mon — Behind the treatment · Treatment Education
Tue — Myth or Fact? quiz · Doctor Authority
Wed — Patient moment (with consent) · Comfort & Trust
Thu — Smile reveal · Before & After
Fri — Life at 180° · team, pods, tools
Sat — Offer + booking push (link / WhatsApp sticker)

STORY PILLAR 1 | 25% OF STORIES | SUN + TUE

Doctor Authority Stories

WHAT TO POST
- "Ask the Dentist" question box, then answer 3–5 questions on camera (1 clip each)
- Myth or Fact quiz: charcoal toothpaste, whitening strips, bleeding gums
- "A day with Dr. ___": arrival, first patient prep, end-of-day wrap
- Reshare this week's reel with a poll: "Did you know this?"

HOW TO SHOOT
Doctor talking to camera in the clinic, clean background, 10–15 sec answers, phone at eye level.



STORY PILLAR 2 | 25% OF STORIES | MON

Treatment Education Stories



WHAT TO POST

- Crown-in-one-day timeline: 9:30 scan → design screen → lab → 4:00 fit (1 frame per step)
- Airflow in 3 frames: before → machine working → polished result
- Quiz sticker: “Manual or electric? Tap your answer”
- “What happens at your first visit” in 4 frames

HOW TO SHOOT

Close-ups of hands, screens, scanner and machines. No patient faces unless consent is signed.

STORY PILLAR 3 | 20% OF STORIES | WED

Comfort & Trust Stories



WHAT TO POST
- Patient walking out smiling + a short quote (written consent)
- “Scared of the dentist?” poll, then how we make visits pain-free
- FAQ frames: cost ranges, how long it takes, payment, parking
- Kids’ corner: a child high-fiving the doctor (parent consent)

HOW TO SHOOT
Warm, calm shots: reception welcome, patient relaxing in the chair, doctor explaining on a screen.

STORY PILLAR 4 | 20% OF STORIES | THU

Before & After Stories



WHAT TO POST

- Smile reveal: countdown sticker → before photo → after photo
- Slider-style frame: half before / half after
- "Case of the week" in 3 frames: problem → plan → result
- Patient reaction to their new smile in the mirror

HOW TO SHOOT

Same angle, same light, same distance for every before/after pair. Film the mirror reaction over the shoulder. Signed consent every time.

STORY PILLAR 5 | 10% OF STORIES | FRI

Life at 180° Stories



WHAT TO POST
- Morning clinic setup timelapse
- Tools ASMR: 3 sec per tool with a satisfying sound
- Team moments: birthdays, lunch, “meet the assistant”
- Pod tour: 1 room per frame with text labels

HOW TO SHOOT
Handheld, natural and a little playful. Show off the pods and the premium interior.

EVERY SATURDAY: OFFER + BOOKING PUSH
Offer frame (Bridal / Back-to-School / Airflow) + link or WhatsApp sticker, “only X slots left” countdown, DM keyword prompt. Save to Highlights: Offers, Results, Ask the Dentist, Kids, Inside 180°.

STORY STRATEGY | BATCH-SHOOT CHECKLIST

Monthly Shoot Day

Shoot everything for the month in one day, then post daily:
☐ 10 doctor Q&A answers (Ask the Dentist + Myth or Fact)
☐ 2 treatment timelines (crown in one day + Airflow), close-ups only
☐ 4 patient moments / reactions (signed consent)
☐ 4 before/after pairs (same angle, light, distance)
☐ 1 morning setup timelapse + 1 pod tour + tools ASMR
☐ 3 team moments
☐ Offer frames designed in Canva for this month's campaign

All vertical 9:16, 5–15 sec clips, clean audio, natural light.

Requirements

01

Confirm Shooting Day Dates

02

Approve this document

03

Wire Media Budget

04

Reply to inquires really quickly

05

Coordinate with needed models & patient consent

06

Ge tthe patients on a call highly likely to convert + give first time discount

We can’t wait to Enhance Your Brand Presence!

