

# Your Ultimate Marketing Calendar: A Roadmap To Growing Your Practice, Profits, And Brand Awareness!

*A 12 Month Marketing  
Plan for Dental Offices*



Helping patients stay on top of their oral health is an ongoing, strategic effort. Use this theme-based marketing plan to educate patients in a consistent, fun, and intentional way so your chairs stay filled throughout the year - with the right patients at the right time. You can also use this plan to create and schedule campaigns in advance.

# JANUARY

## MARKETING PLAN

Theme: Planning for the New Year

 TYPE OF COMMUNICATION	 CONTENT	 AUDIENCE	 GOAL
<p>Email newsletter</p>	<p>How to plan your dental care this year?</p> <p>What do most insurance plans cover?</p> <p>Paying for treatment without insurance</p>	<p>Active and inactive adult patients</p>	<p>Educate patients</p>
<p>Social media</p>	<p>New Year's Day</p> <p>Promotion of online reviews</p> <p>Tips on planning dental care for the year</p> <p>Referral contest</p> <p>FAQs about insurance</p> <p>Photos of new patients (need consent)</p> <p>Dental tip of the week</p> <p>Martin Luther King Jr. Day</p>	<p>All (public)</p>	<p>Boost awareness</p>
<p>Email promotion</p>	<p>Special financing options</p>	<p>Active and inactive adult patients with proposed treatments using ADA and/or custom codes.</p>	<p>Schedule visits</p>

### NOTES

---



---



---



---







---

# FEBRUARY

## MARKETING PLAN

Theme: Restoring Your Smile

 TYPE OF COMMUNICATION	 CONTENT	 AUDIENCE	 GOAL
<p>Email newsletter</p>	<p>Signs your smile needs a tune-up</p> <p>How do implants and bridges work?</p> <p>What do crowns fix?</p> <p>Difference between dentures and impartial dentures</p> <p>How to improve your gum health?</p>	<p>Active and inactive adult patients</p>	<p>Educate patients</p>
<p>Social media</p>	<p>Children's dental health month</p> <p>Happy Valentine's Day</p> <p>Promotion of online reviews</p> <p>Video of doctor explaining implants/bridges/crowns</p> <p>National Toothache Day</p> <p>Dental tip of the week</p> <p>Gum Disease Awareness Month</p> <p>Tooth Fairy Day (Feb 28th)</p> <p>Gum health challenge</p>	<p>All (public)</p>	<p>Boost awareness</p>
<p>Email promotion</p>	<p>Restorative treatments</p>	<p>Active and inactive adult patients with proposed restorative treatment</p>	<p>Schedule consultation</p>

### NOTES

---



---







---



---



---

 TYPE OF COMMUNICATION	 CONTENT	 AUDIENCE	 GOAL
<p>Email newsletter</p>	<p>How to “spring clean” your smile?</p> <p>The do’s and don’ts of teeth whitening</p> <p>What to know about home teeth whitening?</p> <p>FAQs about teeth whitening</p>	<p>Active and inactive adult patients</p>	<p>Educate patients</p>
<p>Social media</p>	<p>Dental Assistant Recognition Week</p> <p>National Dentist’s Day</p> <p>Promotion of online reviews</p> <p>Before-and-after photos of smiles after whitening</p> <p>Video office tour</p> <p>Dental tip of the week</p> <p>How the teeth whitening process works video</p> <p>FAQs about teeth whitening video</p>	<p>All (public)</p>	<p>Boost awareness</p>
<p>Email promotion</p>	<p>Teeth whitening</p>	<p>Active and inactive adult patients without existing dental conditions</p>	<p>Schedule visits</p>

## NOTES

---



---



---



---







---

# APRIL

## MARKETING PLAN

**Theme:** Preventing Oral Cancer

 TYPE OF COMMUNICATION	 CONTENT	 AUDIENCE	 GOAL
<p>Email newsletter</p>	<p>Habits to prevent oral cancer</p> <p>What to expect during oral cancer screenings?</p> <p>What are the risk factors for oral cancer?</p>	<p>Active and inactive adult patients</p>	<p>Educate patients</p>
<p>Social media</p>	<p>Oral Cancer Awareness Month</p> <p>Tips on self-screening for oral cancer</p> <p>National Dental Hygienist Week</p> <p>Referral contest</p> <p>Promotion of online reviews</p> <p>Video of a day in the life of a doctor</p> <p>Dental tip of the week</p>	<p>All (public)</p>	<p>Boost awareness</p>
<p>Email promotion</p>	<p>Complimentary/discounted oral cancer screenings</p>	<p>Active and inactive patients without oral cancer</p>	<p>Schedule visits</p>

### NOTES

---



---



---



---



---

TYPE OF COMMUNICATION	CONTENT	AUDIENCE	GOAL
Email newsletter	Tips for a safe, healthy summer Summer foods that harm your teeth Types of braces for your teen Updated practice hours during Memorial Day weekend and/or closed for Memorial Day How to maintain your retainer over time and How to keep your braces clean? Flossing technique video	Active and inactive adult patients	Educate patients
Social media	Pictures of pediatric patients (need consent) Mother's Day Referral contest Promotion of online reviews Memorial Day Dental tip of the week	All (public)	Boost awareness
Email promotion	Dental sealants for kids	Responsible parties for active pediatric patients	Schedule visits

### NOTES

---

---

---





---

---

# JUNE

## MARKETING PLAN

**Theme:** Freshen Up for Summer

 TYPE OF COMMUNICATION	 CONTENT	 AUDIENCE	 GOAL
<p>Email newsletter</p>	<p>How do botox and dermal fillers work?</p> <p>What is a smile makeover?</p> <p>Summer foods that whiten teeth</p> <p>How do I know if Botox is right for me?</p>	<p>Active and inactive adult patients</p>	<p>Educate patients</p>
<p>Social media</p>	<p>Team selfies for National Selfie Day</p> <p>Images of spa-like amenities in your practice</p> <p>Happy Father's Day</p> <p>Referral contest</p> <p>Promotion of online reviews</p> <p>Video of doctor explaining botox and dermal fillers</p> <p>Dental tip of the week</p> <p>Juneteenth</p>	<p>All (public)</p>	<p>Boost awareness</p>
<p>Email promotion</p>	<p>Cosmetic botox</p>	<p>Active and inactive adult patients with appropriate history</p>	<p>Schedule visits</p>

### NOTES

---



---



---



---



---



# JULY

## MARKETING PLAN

Theme: "Gearing" Up For Sports

TYPE OF COMMUNICATION	CONTENT	AUDIENCE	GOAL
Email Newsletter	Common dental sport injuries Do kids really need mouthguards? What to do when your child chips a tooth? Tips on preventing dental injuries in sports and how mouth guards help Debunking mouth guard myths	Active and inactive adult patients	Educate patients
Social Media	4th of July Stats about common dental sport injuries Promotion of online reviews Picture of sports team you sponsor Video of doctor describing how a mouthguard works Dental tip of the week Mouth guard tips - how to maintain them	All (public)	Boost awareness
Email Promotion	Sports mouth guard	Responsible parties for active pediatric patients	Increase appointments and influence case acceptance

### NOTES

---

---

---





---

---

# AUGUST

## MARKETING PLAN

Theme: Going Back to School

 TYPE OF COMMUNICATION	 CONTENT	 AUDIENCE	 GOAL
<p>Email newsletter</p>	<p>Teeth-friendly snacks for kids' lunches</p> <p>Differences between Invisalign and braces</p> <p>Should your child use fluoride supplements?</p> <p>How to maintain a retainer?</p> <p>Debunking mouth guard myths</p>	<p>All (public)</p>	<p>Educate patients</p>
<p>Social media</p>	<p>Back-to-school tips</p> <p>Video of doctor describing Invisalign versus braces</p> <p>Fresh Breath Day</p> <p>Mouth guard tips - how to maintain them</p> <p>Promotion of online reviews</p> <p>National Tooth Fairy Day</p> <p>Dental tip of the week</p>	<p>All (public)</p>	<p>Boost awareness</p>
<p>Email promotion</p>	<p>Invisalign</p> <p>Back-to-School</p>	<p>Active patients who have had orthodontic consultation or have one proposed</p> <p>Responsible parties with active patients 18 and under</p>	<p>Increase appointments and influence case acceptance</p>

### NOTES

---



---



---



---







---

# SEPTEMBER

## MARKETING PLAN

Theme: Fighting Procrastination

 TYPE OF COMMUNICATION	 CONTENT	 AUDIENCE	 GOAL
<p>Email Newsletter</p>	<p>Dental symptoms not to ignore</p> <p>Tips to up your flossing routine</p> <p>What happens when you delay a check-up?</p> <p>What to expect at a cleaning appointment</p> <p>Tips to overcome fear of the dentist</p>	<p>Active and inactive adult patients</p>	<p>Educate patients</p>
<p>Social Media</p>	<p>Labor day</p> <p>Fight procrastination day</p> <p>Whitening promotion for fall weddings</p> <p>Referral contest</p> <p>Promotion of online reviews</p>	<p>All (public)</p>	<p>Boost awareness</p>
<p>Email Promotion</p>	<p>Refer a friend, get a gift card</p>	<p>Active adult patients who had first appointment in the past three months</p>	<p>Schedule visits</p>

### NOTES

---



---



---



---







---

# OCTOBER

## MARKETING PLAN

**Theme:** Getting the Most Out of Benefits

 TYPE OF COMMUNICATION	 CONTENT	 AUDIENCE	 GOAL
<p>Email Newsletter</p>	<p>What if you don't use your benefits?</p> <p>How to find out what's left in your FSA?</p> <p>What treatments can you use your FSA and HSA funds for?</p>	<p>Active and inactive adult patients</p>	<p>Educate patients</p>
<p>Social Media</p>	<p>National Dental Hygiene Month</p> <p>Appointments usually covered by insurance</p> <p>Whitening promotion for fall weddings</p> <p>World Smile Day (first Friday of October)</p> <p>Referral contest</p> <p>Promotion of online reviews</p> <p>Dental tip of the week</p> <p>Halloween</p> <p>Indigenous People's Day</p>	<p>All (public)</p>	<p>Boost awareness</p>
<p>Email Promotion</p>	<p>Expiring insurance benefits reminder</p>	<p>Active adult patients with insurance expiring within 3 months</p>	<p>Schedule visits</p>

### NOTES

---



---



---



---



---

# NOVEMBER

## MARKETING PLAN

Theme: Eating for Oral Health

TYPE OF COMMUNICATION	CONTENT	AUDIENCE	GOAL
Email Newsletter	Foods and drinks that promote healthy teeth Is alcohol bad for your teeth? Guilt-free holiday baking recipes Tooth brushing technique video Donation drive (food, clothing, etc.)	Active and inactive patients 16 and older	Educate patients
Social Media	Flex spending account reminder Images of foods that promote healthy teeth Referral contest Brush Day (November 1st) Giving Tuesday Mouth Cancer Action Month TMJ Awareness Month	Promotion of online reviews Video of team saying what they're grateful for Happy Thanksgiving Image of holiday gifts available at your office	All (public) Boost awareness
Email Promotion	Black Friday discount for electric toothbrushes Expiring benefits reminder campaign Tooth brushing technique video	Active patients 16 and older	Increase revenue

### NOTES

---

---

---





---

---

# DECEMBER

## MARKETING PLAN

Theme: Having Healthy, Happy Holidays

 TYPE OF COMMUNICATION	 CONTENT	 AUDIENCE	 GOAL
<p>Email Newsletter</p>	<p>Tips for a stress-free holiday season</p> <p>Healthy gift ideas for the family</p> <p>Managing the sweets overload</p>	<p>Active and Inactive Patients 16 and Older</p>	<p>Educate patients</p>
<p>Social Media</p>	<p>Expiring insurance benefits reminder</p> <p>Referral contest</p> <p>Promotion of online reviews</p> <p>Office closure details</p> <p>Images of holiday decorations in the office</p> <p>Happy Holidays</p> <p>Dental tip of the week</p> <p>Donation drive (food, clothing, etc.)</p>	<p>All (public)</p>	<p>Boost awareness</p>
<p>Email Promotion</p>	<p>Holiday discount on any one qualifying treatment</p>	<p>Active and inactive adult patients</p>	<p>Schedule visits</p>

### NOTES

---



---



---



---



---

# QUICK TIPS

- When posting on social media, take a more holistic approach and do a mix of educational, promotional, and practice branding content.
- You don't have to post on every single social media channel. Pick the ones where you get the most engagement to share content.
- Don't feel like you have to create campaigns around all the dental holidays. Pick one or two a quarter and develop a campaign around it. Use these ideas as a guide.
- Your newsletter, like your social media channels, should be a mix of educational and promotional content to drive appointments.
- When targeting patients, be intentional with the groups you're targeting. You don't want to send multiple communications to the same patient groups and risk overwhelming them.
- Use your patient engagement system to build and schedule out emails. Many of them have templates you can use as a starting point, instead of building them from scratch.

For more helpful tips and tricks to market your dental practice, check out [www.revenuewell.com/resources](http://www.revenuewell.com/resources).