

EMAIL CONTENT IDEAS FOR DENTAL PROFESSIONALS

Request a Referral >

Service Reminder/Announcement >

Expert Commentary

Share the latest health news and offer up your expert advice

Subject Line:

News & health tips from your local experts

Recommended Format:

Basic Newsletter

Call-to-Action:

- See the full story
- Make an appointment
- Share with friends and family

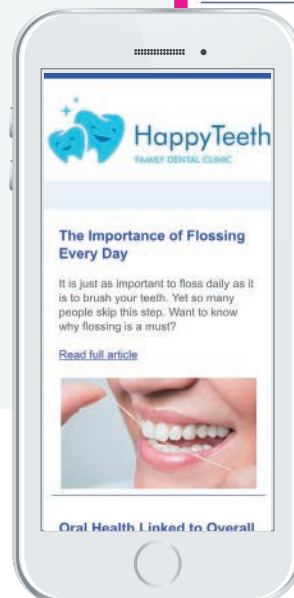
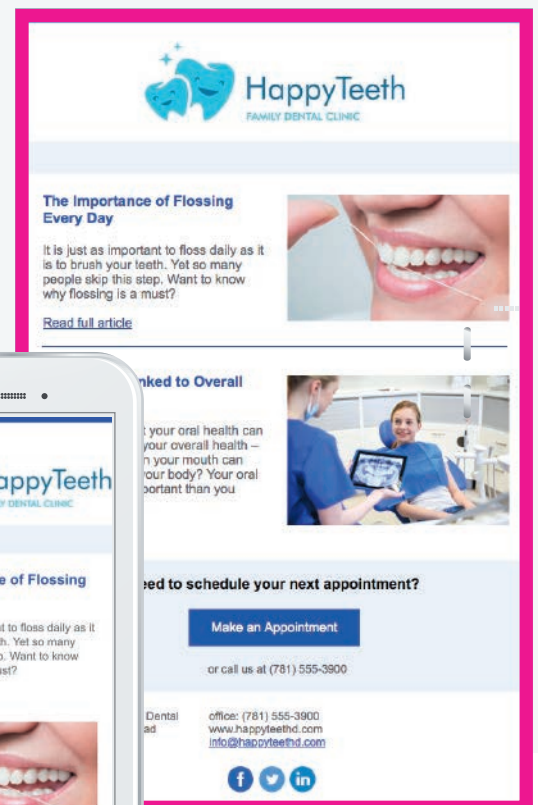
Business Result:

- Stay connected with your current and former patients
- Maintain patient loyalty
- Gain referrals through email sharing



Suggested mailing schedule

Once a month



Request a Referral

Request referrals from your patients and offer an incentive for those who do

Subject Line:

Refer a friend and save on your next visit!

Recommended Format:

Short, succinct email

Call-to-Action:

- Refer a friend
- Visit our website

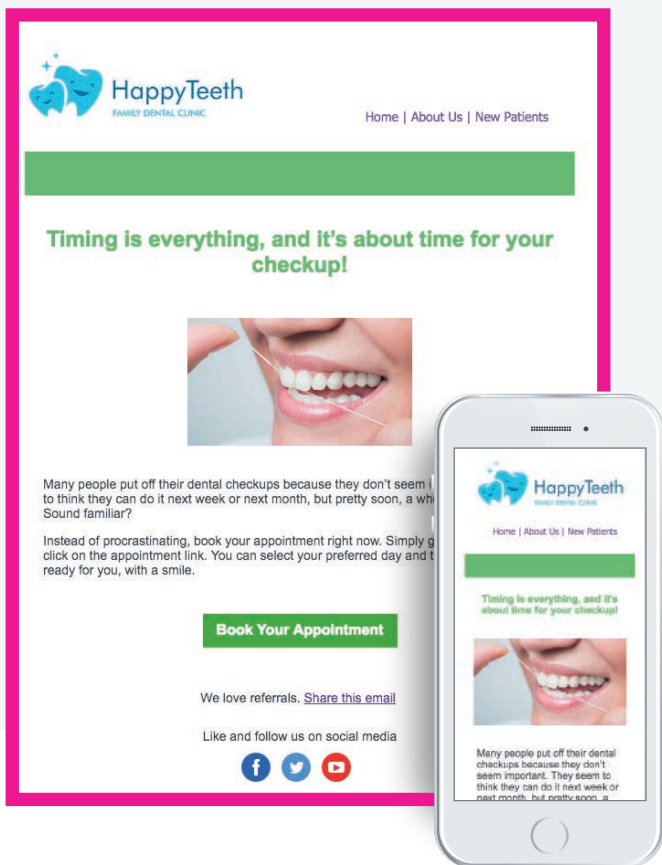
Business Result:

- Acquire new patients
- Increase your revenue
- Maintain patient loyalty



Suggested mailing schedule:

Once every quarter



Service Reminder/Announcement

Remind patients of your existing services and announce new ones

Subject Line:

Don't forget to book your appointment

Recommended Format:

Update Card

Call-to-Action:

- Make an appointment
- Call to learn more

Business Result:

- Drive appointment bookings
- Increase awareness of new or existing services



Suggested mailing schedule:

Once a month or as a new service becomes available

Take advantage of the upcoming holidays by sharing news, events, how-to's, tips or greetings related to:

WINTER

December

- Safe Toys and Celebration Month
- Hanukkah
- Christmas
- Make Up Your Mind Day
- National Hand Washing Awareness Week

January

- New Year's Day
- New Year-New Smile

February

- Toothache Day
- Valentine's Day / Love Your Dentist
- President's Day
- Tooth Fairy Day

SPRING

March

- Dental Assistant Recognition Week
- Dentist Day
- St. Patrick's Day
- First Day of Spring

April

- Get to Know Your Patient Day
- Earth Day

May

- Root Canal Awareness Week
- Root Canal Day
- Cinco de Mayo
- Mother's Day / Celebrate Mom's Smile
- Memorial Day

SUMMER

June

- Dental Smiles Month
- First Day of Summer
- Father's Day
- National Selfie Day (invite patients to post pictures of their happy smiles)

July

- Fourth of July
- Get to know your patient day
- World Emoji Day (post favorite dental emojis)

August

- Tooth Fairy Day
- Back to School Check-ups

FALL

September

- Gum Care Month
- Office Manager Appreciation Month (spotlight your Office Manager / Staff)
- Labor Day

October

- National Dental Hygiene Month
- Use Dental Insurance Benefits before end of the year
- World Smile Day
- Get to Know Your Patient Day
- Halloween

November

- TMJ Awareness Month
- Mouth Cancer Awareness Month
- Brush Day
- Daylight Saving Time Ends
- Use Dental Insurance Benefits before end of the year
- Veteran's Day
- Thanksgiving

