HOW I'D GROW ON INSTAGRAM AS A DENTAL CLINIC IN DUBAI



@yourclinic

Your Clinic Dubai

PREMIUM DENTAL | COSMETIC & IMPLANTS | DUBAI

Luxury Dental Care

Jumeirah Dubai

Book your free consultation today

DM to book now

24	2.3k	120
Posts	Followers	Following

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Highlights

Crowns | Whitening | Braces | Implants | Emergency

Pinned posts



Smile Makeover Results



Implant Procedure Day



Teeth Whitening
Before & After

02 VISUAL IDENTITY

BRAND DESIGN DIRECTION • PREMIUM DUBAI CLINIC

COLOR PALETTE

BLACK
#000000

GOLD
#C2A65D

DARK EMERALD
#1B3D2F

CREAM
#F5EFE6

GOLD DENTAL TOOLS



TYPOGRAPHY & STYLE

PRIMARY TYPEFACE

PLAYFAIR DISPLAY / COPPERPLATE SERIF

Used for Headlines • Elegant, Refined, Timeless

SECONDARY TYPEFACE

MONTSERRAT / INTER

Used for Body Text • Clean, Modern, Readable

BRAND MOOD & ELEMENTS

LUXURIOUS • SOPHISTICATED • CALM

EMERALD ACCENTS • NATURAL • PREMIUM

DUBAI, UAE • MODERN CLINIC

VISUAL STYLE: MINIMAL LUXURY • GOLD FOIL DETAILS • DARK MARBLE & EMERALD ACCENTS
CONSISTENT, ELEGANT, TRUSTWORTHY

03 INSTAGRAM REELS



A Day in the Life of a Dentist in Dubai

“Don’t Get Veneers Before Watching This”

LUXURY • DUBAI • DENTAL • BEHIND THE SCENES

SWIPE FOR MORE →

7 RED FLAGS When Picking a Dentist in Dubai

04 / 07 — RED FLAG #4

04. No Transparency on Pricing

- Prices only revealed after consultation or treatment
- Hidden fees for sterilization, x-rays, or follow-ups
- No clear breakdown or written estimate provided

Tip: A reputable clinic provides a written treatment plan & cost estimate upfront

05
PHOTOS THAT BUILD TRUST



Building trust through real results

06 CONTENT STRATEGY

CONTENT CALENDAR

5 POSTS PER WEEK

WEEKLY SCHEDULE

- MON — Video Reel
- TUE — Carousel Post
- WED — Educational
- THU — Results Before & After
- FRI — Stories & Personal

CONTENT MIX



- 30% CAROUSELS
- 10% PHOTOS

CONTENT BUCKETS

- Educational
- Results Before After
- Stories
- Personal
- Case Studies

STRATEGY • CONSISTENT • HIGH-VALUE • ENGAGING CONTENT

Reply REEL to start your trial

4 REELS - MADE FOR YOUR CLINIC - $199 TRIAL

AYMEN TLILI - MEDICAL CONTENT STUDIO

PREMIUM CALL TO ACTION

DM “REEL” NOW • LIMITED TO 5 CLINICS/MONTH • DUBAI EXCLUSIVE

DUBAI • LUXURY MEDICAL CONTENT STUDIO