

Instagram Content Strategy

Aura Dental Clinic • 7-Post Campaign Deck



Meet the Expert

THEME 01 • TEAM SPOTLIGHT

POSTER COPY VARIATIONS

Var A: "Meet Dr. Amara. Your smile's new best friend."

Var B: "Expert care. Gentle hands. Meet the lead dentist at Aura."

INSTAGRAM CAPTION

Behind every great smile is an expert who cares. ❤️ Get to know Dr. Amara, our Lead Dentist at Aura Dental. With over 10 years of experience in cosmetic and restorative dentistry, she believes that every visit should be completely pain-free and personalized just for you.

Ready to start your smile journey? Click the link in our bio to book your consultation today.

[#AuraDental](#) [#NairobiDentist](#) [#SmileMakeover](#) [#MeetTheTeam](#)
[#PainFreeDentistry](#)



Step Into Comfort

THEME 02 • CLINIC VIBE

POSTER COPY VARIATIONS

Var A: "Not your average dental clinic."

Var B: "Welcome to a new era of dental care."

INSTAGRAM CAPTION

We believe that going to the dentist shouldn't feel clinical. From the moment you walk into Aura, you'll experience calming aesthetics, premium comfort, and a team dedicated to your peace of mind. ✨

Experience the Aura difference for yourself. Swipe to take a mini-tour of our state-of-the-art facility!

[#DentalClinic](#) [#InteriorDesign](#) [#PremiumHealthcare](#) [#AuraDental](#)
[#Nairobi](#) [#SmileJourney](#)



Radiant Results

THEME 03 • BEFORE & AFTER

POSTER COPY VARIATIONS

Var A: "Brighter. Whiter. Unapologetically you."

Var B: "Real results in just one session."

INSTAGRAM CAPTION

Nothing boosts confidence like a bright, healthy smile! ☀️ Check out this incredible before and after from our signature laser whitening treatment. Safe, fast, and completely painless.

Want results like these? DM us "GLOW" to get 10% off your first whitening session this month!

[#TeethWhitening](#) [#BeforeAndAfter](#) [#CosmeticDentistry](#)
[#SmileMakeover](#) [#AuraSmiles](#)



Real Stories

THEME 04 • PATIENT TESTIMONIAL

POSTER COPY VARIATIONS

Var A: "\"I actually look forward to the dentist now.\""

Var B: "Five stars from Amina. Five stars for your smile."

INSTAGRAM CAPTION

Hearing from our patients makes everything we do worth it. 💬
Thank you, Amina, for trusting us with your smile!

At Aura Dental, we are committed to changing the narrative around dental visits. No fear, no pain—just premium care and beautiful results. Have you visited us lately? Leave a review and let us know about your experience! 📌

[#PatientReview](#) [#Testimonial](#) [#HappyPatient](#) [#AuraDentalClinic](#)
[#DentalCare](#)



Precision Tech

THEME 05 • TECHNOLOGY FOCUS

POSTER COPY VARIATIONS

Var A: "World-class technology. Right here in Nairobi."

Var B: "Because your smile deserves the best."

INSTAGRAM CAPTION

Say goodbye to outdated, uncomfortable dental tools! 🦷 At Aura Dental, we invest in the latest German-engineered diagnostic and treatment technology. This means faster procedures, more accurate diagnoses, and zero guesswork.

Your comfort and safety are our top priorities. Tap the link in our bio to learn more about our advanced clinic.

[#DentalTech](#) [#ModernDentistry](#) [#PrecisionCare](#)
[#HealthcareInnovation](#) [#AuraDental](#)



Accessible Care

THEME 06 • INSURANCE & ACCESS

POSTER COPY VARIATIONS

Var A: "Premium care, fully covered."

Var B: "Yes, we accept your insurance."

INSTAGRAM CAPTION

Did you know? Premium dental care is more accessible than you think! 🇺🇸 We proudly accept a wide range of major insurance providers, making it easier for you and your family to prioritize oral health without the financial stress.

Swipe left to see our accepted providers, or call our front desk today to verify your coverage! 📞

[#DentalInsurance](#) [#AccessibleHealth](#) [#NHIF](#) [#FamilyDentist](#)
[#AuraDental](#)



Smiles That Grow

THEME 07 • PEDIATRIC SERVICES

POSTER COPY VARIATIONS

Var A: "A lifetime of healthy smiles starts here."

Var B: "Gentle care for your little ones."

INSTAGRAM CAPTION

Creating healthy habits early is the secret to a lifetime of confident smiles! 🐻 Our pediatric team specializes in making your child's dental visit fun, educational, and completely fear-free.

It's never too early to start! Book your child's first check-up with Aura Dental today and let's make their smile shine! ✨

[#PediatricDentistry](#) [#KidsTeeth](#) [#FamilyHealth](#) [#AuraKids](#) [#StartEarly](#)