

# Marketing Roadmap

## Marketing Implementation Toolkits




*This Marketing Implementation Toolkit is a downloadable, monthly resource designed for delegation to staff for easy implementation in your practice. It connects you to marketing tools designed to inspire your patients, grow your practice and further advance the profession!*




[CLICK HERE TO DOWNLOAD THE JANUARY MARKETING IMPLEMENTATION TOOLKIT](#)




*"Set Goals with Soul"*

A GOAL WITHOUT A PLAN IS JUST A WISH

### Monthly Theme: Older Adults and Falls Prevention

WEEK 1	
Strategy	Easy Weekly Action Step(s)
Social Media Cover Photo	Update your social media cover photo to reflect this month's theme of "Consider Chiropractic for Falls Prevention." This photo can be uploaded to Facebook, Twitter and LinkedIn for example.  <a href="#">COVER PHOTO</a>
Practice Progress Webinar for DCs	Register for the "Aging Happens: Support Your Muscles and Joints with Key Nutrients and Herbs" webinar, presented by Dr. Kristine Polley on Tuesday, January 12 at 1:00 pm EST.  <a href="#">REGISTER FOR THE WEBINAR</a>
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, January 5.  SHARE ON SOCIAL:   

WEEK 2	
Strategy	Easy Weekly Action Step(s)
Pump Up Your Progress Webinars for CAs	Register for the "How to Improve Your Patients Financial Experience for 2021" webinar, presented by Holly Jensen on Wednesday, January 20 at 1:00 pm EST.  <a href="#">REGISTER FOR THE WEBINAR</a>
NEW Podcast: Adjusted Reality	The F4CP has a brand-new health and wellness podcast titled, "Adjusted Reality." To tune in to the first 3 episodes featuring health experts, celebrities and influencers, click the link to listen and share with your patients.  <a href="#">PODCAST</a>
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Thursday, January 14.  SHARE ON SOCIAL:   

WEEK 3	
Strategy	Easy Weekly Action Step(s)
Virtual Community Presentation	Utilize the PowerPoint presentation "Preventing Falls with Chiropractic," to schedule a recorded or live virtual presentation this January to reach your patients, your Chamber of Commerce or local BNI (Business Network International) group. You can also record and post a video of the presentation on your YouTube and other social media channels.  <a href="#">POWERPOINT PRESENTATION</a>
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, January 19.  SHARE ON SOCIAL:   

WEEK 4	
Strategy	Easy Weekly Action Step(s)
Community Outreach	Coordinate a virtual or in-person meeting with a community influencer to showcase your practice and share resources with them on the benefits of chiropractic care.  Utilize the Definitive Chiropractic Resource, as well as the new F4CP brochure about chiropractic care.  <a href="#">DEFINITIVE CHIROPRACTIC RESOURCE BROCHURE</a>
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, January 26.  SHARE ON SOCIAL:   

\*Should you need a media list generated, contact Marketing Director, Alexis Lignos [alexis@f4cp.com](mailto:alexis@f4cp.com).

\*\* **Social Media Accelerators™**  
Please check your inbox for emails from the Foundation including easy-to-share social media content for Facebook, Twitter and Instagram.  
**Subject line is: "Share F4CP Resources on YOUR Platforms"**  
If you are not receiving these emails, please contact [alexis@f4cp.com](mailto:alexis@f4cp.com)

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**NOTES**

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