



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"

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 "Choose Chiropractic for Falls Prevention." This photo can be uploaded to Facebook, Twitter and LinkedIn for example. STANDARD COVER PHOTO CUSTOMIZABLE COVER PHOTO
Practice Progress Webinar for DCs	Register for the "Older Adults and Falls Prevention" webinar, presented by Dr. Bart Precourt, on Wednesday, January 12 at 1:00 pm EST. REGISTER FOR THE WEBINAR
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, January 4. SHARE ON SOCIAL:   
Season 2: Adjusted Reality Podcast	Tune in to Season 2 of Adjusted Reality, trusted by the adjusted. PODCAST

WEEK 2	
Strategy	Easy Weekly Action Step(s)
New Resource for Doctors	Review "The Benefits & Cost-Effectiveness of Chiropractic Care" document, which can be utilized as a resource on your website, assist with meetings with key stakeholders and help build relationships in your community. ONE-PAGER
Pump Up Your Progress Webinar for CAs	Register for "Balancing Your Medicare Patients" webinar, presented by Dr. Colleen Auchenbach on Wednesday, January 19 at 1:00 pm EST. REGISTER FOR THE WEBINAR
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, January 11. SHARE ON SOCIAL:   

WEEK 3

Strategy	Easy Weekly Action Step(s)
Virtual Community Presentation	<p>Utilize the customizable 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 channel and other social media channels.</p> <p><u>POWERPOINT PRESENTATION</u></p>
Social Media	<p>Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, January 18.</p> <p>SHARE ON SOCIAL:   </p>

WEEK 4

Strategy	Easy Weekly Action Step(s)
CA Handbook	<p>Access "The Chiropractic Assistant Handbook," which features mastery practices for patient communication, ancillary services, attorney outreach and so much more.</p> <p><u>CA HANDBOOK</u></p>
Social Media	<p>Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, January 25.</p> <p>SHARE ON SOCIAL:   </p>

*Need a media list generated? contact Marketing Director, Alexis Lignos 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

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