

# 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 FEBRUARY MARKETING IMPLEMENTATION TOOLKIT](#)




*"REACTIVATION AND RECALL"*




### Monthly Theme: Efficacy of Chiropractic




#### WEEK 1

Strategy	Easy Weekly Action Step(s)
<b>NEW Podcast: Adjusted Reality</b>	The F4CP has a brand-new health and wellness podcast titled, <i>Adjusted Reality</i> . To tune in to the first 3 episodes featuring health experts, celebrities and influencers, click the link to listen and share with your patients. <b>PODCAST</b>
<b>Social Media Cover Photo</b>	Update your social media cover photo to reflect this month's theme of <i>Consider Chiropractic for Effective Care</i> . This photo can be uploaded to Facebook, Twitter and LinkedIn for example. <b>COVER PHOTO</b>
<b>Practice Progress Webinar for DCs</b>	Register for the <i>Shaping the Cultural Authority of Chiropractic - A 125 Year Journey &amp; Future Opportunities and Challenges for Effectiveness in Chiropractic Education and Practice</i> webinar presented by Drs. Carl Cleveland and Joseph Brimhall on Tuesday, February 9 at 1:00 pm EST. <b>REGISTER FOR THE WEBINAR</b>
<b>Social Media</b>	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, February 2. <b>SHARE ON SOCIAL:</b>   
<b>New Paper</b>	Read and share the chiropractic adjustment paper <i>Why is Chiropractic Sought Out by Millions of Americans?</i> with your patients. This document can be downloaded and uploaded to your website resources or shared in a patient newsletter. <b>PAPER</b>

#### WEEK 2

Strategy	Easy Weekly Action Step(s)
<b>Pump Up Your Progress Webinars for CAs</b>	Register for the <i>Discounts - Preventing Legal Issues - Getting Paid the Right Way</i> webinar presented by David Klein on Wednesday, February 17 at 1:00 pm EST. <b>REGISTER FOR THE WEBINAR</b>
<b>Clinic Reception Area</b>	Print and share the <i>10 Things You Didn't Know About DCs</i> one-pager in your clinic reception area. This resource can also be added to your website or shared in a patient newsletter. <b>ONE-PAGER</b>
<b>Social Media</b>	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, February 9. <b>SHARE ON SOCIAL:</b>   

WEEK 3	
Strategy	Easy Weekly Action Step(s)
Virtual Community Presentation	Utilize the PowerPoint presentation <i>Stress Management for Couples</i> to schedule a recorded or live virtual presentation this February 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.  <u>POWERPOINT PRESENTATION</u>
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, February 16.  <u>SHARE ON SOCIAL:</u>   

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 F4CP brochure about chiropractic care.  <u>DEFINITIVE CHIROPRACTIC RESOURCE</u>  <u>BROCHURE</u>
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, February 23.  <u>SHARE ON SOCIAL:</u>   

\*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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