



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](#)




"Patient Reactivation and Recall"

Monthly Theme: Efficacy of Chiropractic




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 Effective Care." 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 "Promote Sleep and Stress Relief: Resetting the HPA Axis" webinar, presented by Dr. Donald DeFabio, on Tuesday, February 8 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, February 1. SHARE ON SOCIAL:   
New Season: Adjusted Reality Podcast	Tune in to the new season of Adjusted Reality, trusted by the adjusted – a consumer-friendly podcast for you to share with your patients. PODCAST

WEEK 2	
Strategy	Easy Weekly Action Step(s)
Practice Reception Room	Print and share the "First-Line Care for Back Pain" graphic in your practice reception area. This resource can also be uploaded to your website, social media pages or included in a patient newsletter. INFOGRAPHIC
Pump Up Your Progress Webinar for CAs	Register for "ICD-10 Guidelines and Fundamentals You Might Have Forgotten" webinar, presented by Dr. Evan Gwilliam on Wednesday, February 16 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, February 8. SHARE ON SOCIAL:   

WEEK 3

Strategy	Easy Weekly Action Step(s)
Virtual Community Presentation	Utilize the customizable PowerPoint presentation "Stress Management for Couples," 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 15. SHARE ON SOCIAL:   

WEEK 4

Strategy	Easy Weekly Action Step(s)
CA Handbook	Access "The Chiropractic Assistant Handbook," which features mastery practices for patient communication, ancillary services, attorney outreach and so much more. <u>CA HANDBOOK</u>
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, February 22. SHARE ON SOCIAL:   

*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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