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# 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 MAY MARKETING IMPLEMENTATION TOOLKIT](#)




*"Posture Screening Manual"*

### Monthly Theme: Posture & Tech Neck




WEEK 1	
Strategy	Easy Weekly Action Step(s)
<b>Social Media Cover Photo</b>	Update your social media cover photo to reflect this month's theme of "Consider Chiropractic for Better Posture." This photo can be uploaded to Facebook, Twitter and LinkedIn for example.  <a href="#">STANDARD COVER PHOTO</a> <a href="#">CUSTOMIZABLE COVER PHOTO</a>
<b>Practice Progress Webinar for DCs</b>	Register for the "Why You Should Talk to Your Patients About Posture" webinar, presented by Dr. Mark Sanna on Tuesday, May 11 at 1:00 pm EST.  <a href="#">REGISTER FOR THE WEBINAR</a>
<b>Social Media</b>	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, May 4.  <b>SHARE ON SOCIAL:</b>   

WEEK 2	
Strategy	Easy Weekly Action Step(s)
<b>Pump Up Your Progress Webinars for CAs</b>	Register for the "How to Build the Most Successful Practice in Your Area with MD Referrals" webinar, presented by Dr. Irum Tahir on Wednesday, May 19 at 1:00 pm EST.  <a href="#">REGISTER FOR THE WEBINAR</a>
<b>NEW: CA Handbook</b>	Access the F4CP's brand-new "The Chiropractic Assistant Handbook," which features mastery practices for patient communication, ancillary services, attorney outreach and so much more.  <a href="#">CA HANDBOOK</a>
<b>Social Media</b>	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, May 11.  <b>SHARE ON SOCIAL:</b>   

## WEEK 3

Strategy	Easy Weekly Action Step(s)
Virtual Community Presentation	<p>Utilize the PowerPoint presentation "Posture is Life," to schedule a recorded or live virtual presentation this May 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><a href="#">POWERPOINT PRESENTATION</a></p>
Social Media	<p>Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, May 18.</p> <p><b>SHARE ON SOCIAL:</b>   </p>

## WEEK 4

Strategy	Easy Weekly Action Step(s)
Adjusted Reality Podcast	<p>The F4CP has a new podcast titled, "Adjusted Reality," trusted by the adjusted. Click the Podcast link to listen to the episodes and read the Tutorial to learn how to share with your patients.</p> <p><a href="#">PODCAST TUTORIAL</a></p>
Social Media	<p>Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, May 25.</p> <p><b>SHARE ON SOCIAL:</b>   </p>

\*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