



# 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 AUGUST MARKETING IMPLEMENTATION TOOLKIT](#)




*“Personal Injury Marketing”*

### Monthly Theme: Personal Injury




WEEK 1	
Strategy	Easy Weekly Action Step(s)
<b>:30 Second TV Commercial</b>	Stream the chiropractic TV commercial in your practice reception area, add this resource to your website and share on social media.  <a href="#">COMMERCIAL</a>
<b>Social Media Cover Photo</b>	Update your social media cover photo to reflect this month's theme of "Consider Chiropractic for Personal Injury Care." 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 "Diagnostic Imaging in Personal Injury" webinar, presented by Dr. Cliff Tao on Tuesday, August 10 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, August 3.  <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 "It's Time To Update ICD-10 Codes on October 1, 2021" webinar, presented by Rebecca Scott on Wednesday, August 18 at 1:00 pm EST.  <a href="#">REGISTER FOR THE WEBINAR</a>
<b>CA Handbook</b>	Access "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, August 10.  <b>SHARE ON SOCIAL:</b>   

## WEEK 3

Strategy	Easy Weekly Action Step(s)
<b>Virtual Community Presentation</b>	<p>Utilize the PowerPoint presentation “What To Do When You’re In An Accident,” to schedule a recorded or live virtual presentation this August 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>
<b>Social Media</b>	<p>Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, August 17.</p> <p><b>SHARE ON SOCIAL:</b>   </p>

## WEEK 4

Strategy	Easy Weekly Action Step(s)
<b>Adjusted Reality Podcast</b>	<p>Tune in to the consumer-friendly episodes and read the Tutorial to learn how to share with your patients.</p> <p><a href="#">PODCAST</a></p> <p><a href="#">TUTORIAL</a></p>
<b>Social Media</b>	<p>Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, August 24.</p> <p><b>SHARE ON SOCIAL:</b>   </p>

\*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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CLICK HERE TO REVIEW THE BENEFITS AND UPGRADE YOUR PRACTICE MARKETING

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### NOTES

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