

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 OCTOBER MARKETING IMPLEMENTATION TOOLKIT](#)




"How to Use Video Content"




Monthly Theme: Optimizing Health

WEEK 1	
Strategy	Easy Weekly Action Step(s)
NEW Season: Adjusted Reality Podcast	Tune in to Season 2 of Adjusted Reality, trusted by the adjusted. PODCAST
Social Media Cover Photo	Update your social media cover photo to reflect this month's theme of "Consider Chiropractic for Optimizing Health." 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 "Optimizing Health with The Color of Food" webinar, presented by Meghan Hamrock, MS, MPH and Weston Bussler, PhD, on Tuesday, October 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, October 5. SHARE ON SOCIAL:   

WEEK 2	
Strategy	Easy Weekly Action Step(s)
NEW eBook: Practice Management Resource	Read and share "The Patient's Journey to Your Practice's Door" eBook with your office staff to learn more about your target audience, their concerns and how to reach them effectively. EBOOK
Pump Up Your Progress Webinar for CAs	Register for "The CA's Role in Guiding Patients to Optimal Health" webinar, presented by Lori Morgan on Wednesday, October 20 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, October 12. SHARE ON SOCIAL:   

WEEKS 3 & 4 ON PAGE 2

WEEK 3	
Strategy	Easy Weekly Action Step(s)
Practice Reception Area	<p>Print and share the “Nutritional Supplements to Promote Sleep and Stress Relief” tip sheet in your practice reception area. The tip sheet can also be shared in a patient newsletter or uploaded as a resource to the website.</p> <p>TIP SHEET</p>
Virtual Community Presentation	<p>Utilize the PowerPoint presentation “Adjust to the New Norm,” to schedule a recorded or live virtual presentation this October 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>POWERPOINT PRESENTATION</p>
Social Media	<p>Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, October 19.</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>CA HANDBOOK</p>
Social Media	<p>Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, October 26.</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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