

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 JUNE MARKETING IMPLEMENTATION TOOLKIT](#)

"Marketing to Businesses"

★ New Practitioner Guide

If you're interested in attracting medical referrals, buying or selling your practice, adding an associate, boosting your social media following or making the decision between cash or insurance reimbursement, the New Practitioner Guide is for you.

[CLICK HERE TO DOWNLOAD THE NP GUIDE](#)




Monthly Theme: Family Care

WEEK 1	
Strategy	Easy Weekly Action Step(s)
Olympic TV Commercial	Stream the :30 F4CP commercial in your practice, add it to your website or share on social media. The commercial will run 5x on NBC July 26-31 during the Olympics. Reaching 204M+, update your Directory listing by clicking the link below or contacting marta@f4cp.com . DOWNLOAD THE :30 COMMERCIAL UPDATE YOUR DIRECTORY LISTING
Social Media Cover Photo	Update your social media cover photo to reflect this month's theme of "Consider Chiropractic for the Family." 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 "Unpacking The Latest Research on Pediatrics and Chiropractic" webinar, presented by Dr. Sharon Vallone on Tuesday, June 15 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, June 1. SHARE ON SOCIAL: f t @




WEEK 2	
Strategy	Easy Weekly Action Step(s)
Pump Up Your Progress Webinars for CAs	Register for the "Lead, Follow, Or Get Out of the Way: Improving Office Efficiency and Workplace Satisfaction" webinar, presented by Heather Simmons and Mandy Rich-Curry on Wednesday, June 23 at 1:00 pm EST. REGISTER FOR THE WEBINAR
CA Handbook	Access "The Chiropractic Assistant Handbook," which features mastery practices for patient communication, ancillary services, attorney outreach and so much more. CA HANDBOOK
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, June 8. SHARE ON SOCIAL: f t @

WEEKS 3 & 4 ON PAGE 2

WEEK 3

Strategy	Easy Weekly Action Step(s)
Virtual Community Presentation	<p>The presentation, "Chiropractic Care is a Family Affair," has been designed for internal, clinic review among you and your staff. Utilize this tool to bring family care to the forefront of your marketing plan this month.</p> <p>POWERPOINT PRESENTATION</p>
Practice Reception Room	<p>Print and share the 18x24 Elevate Your Career, Health and Future with Chiropractic poster. This poster also doubles as a virtual flyer.</p> <p>If you are a Gold Member and would like this file customized with your logo, please contact: alexis@f4cp.com.</p> <p>POSTER</p>
Social Media	<p>Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, June 15.</p> <p>SHARE ON SOCIAL:   </p>

WEEK 4

Strategy	Easy Weekly Action Step(s)
Adjusted Reality Podcast	<p>Trusted by the adjusted, click the Podcast link to listen to consumer-friendly episodes and read the Tutorial to learn how to share with your patients.</p> <p>PODCAST TUTORIAL</p>
Social Media	<p>Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, June 22.</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

BECOME A GOLD MEMBER WITH THE F4CP

CLICK HERE TO REVIEW THE BENEFITS AND UPGRADE YOUR PRACTICE MARKETING

This Monthly Marketing Roadmap is brought to you by generous sponsors of the Foundation



NOTES
