

Marketing Roadmap

Olympic TV Commercial

The F4CP's chiropractic TV commercial will run on NBC Networks multiple times from July 26-30 during the Summer Tokyo Olympics. Your F4CP Find-A-Doctor Directory listing will be featured in the commercial, reaching over 204M consumers. Please be sure that your listing is up-to-date by contacting our F4CP Membership Director, Marta Cerdan, marta@f4cp.com.

Aligning with the commercial placements, we also have our Optimizing Performance campaign, which features 18 Olympians that have shared their chiropractic success stories through video testimonials and 18x24 posters/flyers.




[DOWNLOAD POSTERS](#)




[WATCH VIDEO TESTIMONIALS](#)

Join us in celebrating chiropractic at the Olympics, by registering for our virtual celebration on Thursday, July 22.




[CLICK HERE TO REGISTER](#)




Monthly Theme: Sports and Injury Prevention

WEEK 1	
Strategy	Easy Weekly Action Step(s)
:30 Second TV Commercial	Stream the :30 second chiropractic TV commercial in your practice reception area, add this resource to your website and share on social media in advance of the Summer Olympics. COMMERCIAL
Social Media Cover Photo	Update your social media cover photo to reflect this month's theme of "Consider Chiropractic for Sports and Injury Prevention." This photo can be uploaded to Facebook, Twitter and LinkedIn for example. STANDARD COVER PHOTO CUSTOMIZABLE COVER PHOTO
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Thursday, July 1. SHARE ON SOCIAL:   

WEEK 2	
Strategy	Easy Weekly Action Step(s)
Practice Progress Webinar for DCs	Register for the "Optimizing Your Practice for Providing Athlete Care – Getting Into the Game" webinar, presented by Dr. Ted Forcum on Tuesday, July 13 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, July 6. SHARE ON SOCIAL:   

WEEKS 3 & 4 ON PAGE 2

WEEK 3	
Strategy	Easy Weekly Action Step(s)
Pump Up Your Progress Webinars for CAs	Register for the "Sporty Spines Also Have Hearts" webinar, presented by Dr. Grant Shapiro on Wednesday, July 21 at 1:00 pm EST. REGISTER FOR THE WEBINAR
Virtual Community Presentation	Utilize the PowerPoint presentation "Exercise the Right Way," to schedule a recorded or live virtual presentation this July 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. POWERPOINT PRESENTATION
Practice Reception Room	Print and share the 18x24 Elevate Your Career, Health and Future with Chiropractic poster. This poster also doubles as a flyer or social media graphic. If you are a Gold Member and would like this file customized with your logo, please contact: alexis@f4cp.com . POSTER
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, July 20. SHARE ON SOCIAL:   

WEEK 4	
Strategy	Easy Weekly Action Step(s)
Adjusted Reality Podcast	Trusted by the adjusted, click the Podcast link to listen to a brand-new episode featuring the :30 second commercial talent, Dr. Erica Witter-Davis. Tune in to the consumer-friendly episodes and read the Tutorial to learn how to share with your patients. PODCAST TUTORIAL
Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, July 27. SHARE ON SOCIAL:   

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 JULY MARKETING IMPLEMENTATION TOOLKIT](#)

"Creating An Effective Health Club Alliance"

*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](#)

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