

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 inspire your patients, grow your practice and further advance the profession!

[Click here to download the August Marketing Implementation Toolkit, "Personal Injury Promotional Marketing"](#)



Monthly Theme: Personal Injury

Week #	Strategy	Easy Weekly Action Step(s)	Resource(s)
WEEK 1	Social Media Cover Photo	Update your social media cover photo to reflect this month's theme of <i>Chiropractic: Your First Choice for Personal Injury</i> . This photo can be uploaded to Facebook, Twitter and LinkedIn for example.	Cover Photo
	Practice Progress Webinar for DCs	Register for the <i>The Three Biggest Reasons Attorneys and Medical Doctors Will Refer Injury Patients To You</i> webinar presented by Dr. Jeffrey Cronk on Tuesday, August 11 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, August 4.	
WEEK 2	Pump Up Your Progress Webinars for CAs	Register for the <i>How Not to CRASH Your PI Cases</i> webinar, presented by Lisa Speaks on Wednesday, August 19 at 1:00 pm EST.	Register for the Webinar
	Review the Resource	Review the <i>Tips for Testifying in Personal Injury Cases</i> guide to ensure you are prepared for upcoming PI cases.	Tip Sheet
	Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, August 11.	
WEEK 3	Monthly Progress PowerPoint	Utilize the PowerPoint presentation <i>What To Do When You Are In An Accident</i> to schedule a community presentation this August. Have your office manager or CA research local community groups (health clubs, civic groups, etc.) and establish a list of contacts. You can also record and post a video of the presentation on your YouTube channel and other social media channels.	PowerPoint
	Review the Resource	Review <i>The ABCs of Personal Injury</i> tip sheet with your staff to ensure proper diagnosis and documentation.	Tip Sheet
	Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, August 18.	
WEEK 4	Community Outreach	Coordinate one meeting with a community leader to showcase your practice and share resources with them on the benefits of chiropractic care. Utilize the new definitive chiropractic resource, as well as the new F4CP brochure about chiropractic care.	Definitive Chiropractic Resource Brochure
	Social Media	Share the following posts to the Facebook, Twitter and Instagram accounts for your practice on Tuesday, August 25.	

* Should you 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 Marketing Director, Alexis Lignos – alexis@f4cp.com.

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