

Annual Marketing Actions

Utilize SPECIFIC Referral Statements!

2024 Team:

JANUARY

- Jan 15th MLK Day
- Jan 18th “Get to know your customers” Day - Changes yearly & is the 3rd Thursday of every quarter.
- 3rd or 4th Saturday PAD (Patient Appreciation Day or Friends & Family Day)

Action Steps:

- Month before design & order envelopes, certificates & Flyers. Check stock & order more decor if needed. Have gift basket ready for patient that refers the most.
- 2 Weeks before mail out to all patients including inactive & put up decor. Have lead and schedule sheet at front.
- 2 emails and or texts with photos to all patients each week.

FEBRUARY

- First week in Feb: National Girls and Women in Sports Day (dates change)
- Feb 14th Valentines Day

Action Steps:

- Day of hand out gifts to all patients. Preorder in time (example if roses, must order in enough time to arrive & have buds open)
- 2.1-14 Love month promo, paper hearts at front that patients write what they love about getting adjusted on that go up though out the office.
- SuperBowl Month
- Feb17th National Random Acts of Kindness Day (General)

MARCH

- March Madness sports theme-can you give a talk at a local basketball club?
- March 17th St Patricks Day (Luck of the adjusted scratch off raffle)
- Spring into Health (Happy Spring!) Spring Solstice
- Easter (Thankful for our peeps handout, can happen in April or March)

APRIL

- Stress Awareness Month
- April 1st- Aprils Fools
- April 2nd Autism Awareness Day
- April 7th World Health Day
- April 10th National Siblings Day

-April Check if your Town has an Earth Day Festival!

Action Steps:

- Secure Booth & Check stock for any supply orders. Seed Planting promo?

May

- Mental Health Awareness Month
- Asthma Awareness Month
- High Blood Pressure Education Month
- Military Appreciation Month
- May 4th Star Wars Day: May the Chiropractic Force be with you!
- May 6th National Nurses Day
- May 7th Teacher Appreciation Day
- May 12th Mothers Day (all moms, mother figures, plant moms, dog moms etc)
- May 27th Memorial Day

JUNE

- Migraine and Headache Awareness Month
- Pride Month
- June 7th National Donut Day (Hand out to patients & have FUN)
- June 16th Fathers Day (Pop Rocks. Pay Day, Movie Night Promo)
- Juneteenth (Day of national freedom- social awareness post)

JULY

- July 4th Independence Day (Freedom from pinched nerves \$17.76, what are you free from stars)
- What are you free from? Hand out red white blue stars patients write on
- Give out a BBQ Cooler like a Igloo or Yeti in Office Referral Raffle
- Summer Olympics Month

AUGUST

- Back to School Month, free backpack & posture checks this month for children, teenagers & adults OR Donation drive with patients for backpacks donated to children in need. See if the DC can give a health/posture talk at the donated school.
- August 13th Left Handers Day
- August 21st National Senior Citizens Day

SEPTEMBER

- September 8th National Grandparents Day
- September 11th First Responders Day (Honor 9/11) Like a PAD but for first Responders
- Sept 29th World Heart Day
- Fall Solstice

OCTOBER

-Does your town have an Octoberfest Festival??

- ADHD Awareness Month
- Spooktacular Halloween Promo
- Halloween Costume Contest (1 Adult and 1 Child Winner or family?)

NOVEMBER

- Diabetes Month
- Alzheimer Month
- Nov 11th Veterans Day
- Thanksgiving: Leaves of Gratitude. Leaves up around office with what patients are thankful for.

DECEMBER

- Office toy drive
- Christmas React Email to all previous patients
- Winter Solstice

FILL IN IDEAS:

- Safety Pin Day
- Wedding Fairs?
- Home shows?
- Boat Shows?
- Tattoo Expo Shows?
- Gun Shows?
- Churches?
- Ballet?
- Schools? Including Universities?
- Athletic clubs, YMCA, Karate places?
- Google what festivals are happening around you, even an hour away as many people from your town may travel if a big enough festival.
- Art & Wine festival?
- Parades?
- Your Anniversary of when you opened to celebrate that date annually
- Health Care Classes add in here
- Local farmers markets add in here
- Special Annual Classes like stretching or nutrition
- What is around your office? Reach out to the community around you if you can do a health talk for any of the employees