

# 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)  
Ask Patients: Who do you know that is a woman or young girl that plays sports?

- 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
- August 26th National Dog Day (post on instagram)

## **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
- September 18th CHIROPRACTIC FOUNDERS DAY
- Fall Solstice
- Sept 29 National Coffee Day Oct 1 International Coffee Day: Run a contest for your patients without telling them! Gift the patient that referred the most people in September a Starbucks gift card on the 29th or 1st! Have their photo up at your office with coffee beans around it celebrating them, wha they won & WHY ;)

## **OCTOBER**

### ***-Does your town have an Octoberfest Festival??***

- ADHD Awareness Month
- Check local pumpkin patches, fall festivals, art & wine, Octoberfests & see about having a booth there
- 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.

-Food Drive or Coat Drive for your neighborhood, make your place THE drop off spot, neighbors will walk in to donate & you can gift them a free NP checkup for their donation.

## **DECEMBER**

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

## **FILL IN IDEAS ( Use these for in between moments to create your own annual event):**

- 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

**\* Add Area Specific events from your town above in GREEN that are annual & make sure your reach out to them early if getting a booth there. Most events/festivals fill up quickly & will only have ONE chiropractor so make sure that's YOU.**

**See my instagram @chiropracticassistant for role-plays on how you can utilize these ideas in office for specific referral statements to patients OR join my CA coaching program for one on one training. Can text me direct at 408.893.3005 for more information :)**

**-Miranda | C.A. Life Coach**