

# Annual Marketing Actions

## Utilize SPECIFIC Referral Statements!

### 2024 Team: Lykens Chiropractic

#### JANUARY

- Jan 15th MLK Day
- Jan 18th “Get to know your customers” Day - Changes yearly & is the 3rd Thursday of every quarter.
- Jan 28th Winchester Bridal Expo (check 2025 Dates)
- Jan 28 Miss Apple Blossom Pageant (check 2025 Dates)
- 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.

#### FEBRURY

- 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

- St. Paddy’s Celtic Fest and Kite Flying Festival? ( Check 2025 dates)
- 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**

**-April 26-27 Apple Blossom Festival: Bloomin' Wine Fest**

**-Apple Blossom Festival: Golf Tournament**

-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**

**-May 4h-Apple Blossom Festival: Valley Health 10K**

**-May 11th Of Ale and History Beer Festival**

-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**

**-June 1st Hop Blossom Craft Beer Festival**

-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)

**-June 22nd Shenandoah Valley Wine Festival**

**-June 29th Maker's Market at The Homestead Farm**

**-June 29th BBQ, Brews, and Bluegrass Festival**

-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
- July 29-Aug 3rd Frederick County Fair**

## **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
- Aug 18th Richard's Peach Festival ( Check 2025 Dates)**
- August 21st National Senior Citizens Day
- Aug 24h Belle Grove Wine Fest (Check 2025 Dates)**
- Aug 31st Exoticon: Exotic Pet Expo (Check 2025 Dates)**

## **SEPTEMBER**

- September 7th Picklechester Festival**
- September 7-8th ShenArtsFest**
- 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??**
- October 5th Trails 4 Miles Trail Race**
- October 20th Richard's Apple 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**

### **-Dec 6-8th Winchester Old Town Winter Village**

- 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