



Fall Marketing Ideas

The following tips are from the Marketing Manager System by Ed Petty which you can read more about at our web site www.pmaworks.com.

Marketing Management

- **Motivation.** All marketing is driven by motivation. All promotions work to some degree, depending on how well they are organized and on the intention behind them. If you and your team are not motivated to make these procedures work, they won't. Keep your purpose strong and your energy high.
- **Special Promotions.** These are the big events that can be fun and energizing which you hold in your office every couple of months or so.
- **General Promotions.** These are smaller events or patient or community educational classes.
- **Recurring Procedures.** The most important marketing procedures are your usual, recurring procedures that you do on a daily and weekly basis. Many of these are already embedded in your routine procedures. Because they are done routinely, they can be overlooked or not given the importance needed. For example, just answering the phone can make a big difference. Don't let the routine become the mundane.
- **Calendar.** Make sure you have a large calendar to post all of your upcoming promotions.
- **Assignment.** Assign a staff member to be in charge of each promotion.
- **Time to Plan.** At least monthly, set uninterrupted time aside to review past promotions and plan new marketing for the next few months.
- **Communication Channels.** All your marketing does no good unless it is communicated. Make sure each month you promote via team members, "table talk", e-newsletters, posters, Facebook, etc.

Below are some ideas for special promotions that can be scheduled during the next several months.

You can find readymade posters and detailed information on how to do many of these projects on your Marketing Manager System Toolkit and on your PM&A Member's site. Depending on the level of your program, we can also put together simple posters to help promote your particular project. If you are not active with PM&A, you can still find a great deal of info on our web site at www.pmaworks.com

OCTOBER

October is National Chiropractic Health Month. (The American Chiropractic Association used to recognize October as Spinal Health Month, but now simply calls it Chiropractic Health Month. This can give you a reason to do many different promotions. For example:

- A banner in your office for patients to bring in family members for a free “Check-up.”
- Reactivation Month – send postcards to all inactive patients who have not been in for at least one year or more for free spinal checkup: “Chiropractic Check-up Time.” Use an image of an alarm clock.
- The ACA has other suggestions on its site. (<http://www.acatoday.org>)

Child Health Day

Under a Joint Resolution of Congress, the President of the United States has proclaimed National Child Health Day every year since 1928. It was originally celebrated on May Day, May 1, each year until 1960, when the date was moved to the first Monday in October.

(<http://mchb.hrsa.gov/childhealthday/history.html>) Use this as a great opportunity to have a Kid’s Day.

National School Lunch Week

National School Lunch Week takes place on the second Sunday in October

(<http://www.nea.org/tools/lessons/48412.htm>) You could have a workshop on fast and nutritious meals for kids targeting parents and moms.

Workshops and “Lunch and Learns”

Schedule external classes for January and February now. Business “Wellness Programs” or lunch and learns at the local YMCA or Senior center. Include massage to make it even more attractive.

Internally, you can also schedule special classes over the next 4 months, including “Natural Approaches to Flu Prevention”, “New Healthy Ways to Lose Weight and Get Fit This Winter,” etc.

Awareness Weeks If workshops aren’t your thing, then set aside one week to focus on a particular condition, such as headaches and call it “Headache Awareness Week”, or “Pinched Nerve Awareness Week”, “Neuropathy Awareness Week”, etc. Schedule one a month where possible for the next 5 months as part of your Community Education Program. Detail procedure with posters in your Marketing Manager System Toolkit and on your Members site under: “Community Education.” Offer free consultation, screening, and information regarding the condition.

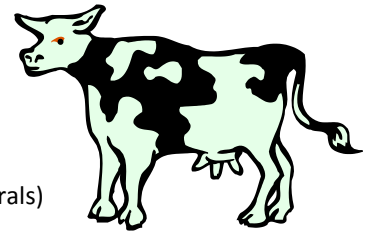
Craze Dayz (patient retention)

Select a day and make it special for your patients. Only one day a week is necessary otherwise it's not special. It can be once per month or every week. Serve extra treats. You can have the staff dress out of uniform coordinated to the day.

- **Muffin Mondays** – Serve up a selection of health bran, banana, blueberry, etc muffins
- **Two for Tuesday** – Bring a friend for a complimentary spinal exam and offer the patient a free adjustment. “Two Fer Tuesday.”
- **Whacky Wednesdays** – gag gifts for patients, “adjust-a-mints”, etc. (<http://www.bannermints.com/>)
- **Thirsty Thursdays** -- Organic apple juice served in plastic wine glasses with a sliced green apple on the rim. NA margaritas.
- **Fruity Fridays** - Bowl of local fruit.

This can add some extra fun to the office and help with retention and long term referrals.

Chiropractic Opportunity Week (“The doctor is having a COW.”) (patient referrals and advertising new patients) Free consultation, exam, and x-ray if needed.



Hair Dresser/Beauty Salons/Spas(new patients and business referrals)

- Offer a workshop on “How to Stay Fit While You Clip.”
- Free massages (and screenings) for customers

Local Health Fairs (new patients and business referrals)

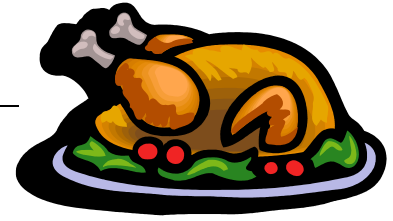
- Contact all the locations you have held events in the past year and schedule events for the New Year.
- Contact local businesses for health fairs in the New Year and get them scheduled.

Kids and Halloween Party (patient retention and referrals)

With Casper as inspiration, a kid's Halloween party with a friendly ghost theme has the right mix of tricks and treats. Invite the young ghouls to come dressed up, but you can also have them make ghastly masks as part of the fun. Other ideas include spooky decorations, scary snacks and a friendly ghost hunt.



NOVEMBER



Thanksgiving Turkey Drawing Poster

- Refer a friend and enter the drawing for a free turkey
- Special for Organic Turkeys – announce in your newsletter
- Make arrangements now with your local supplier

Thank a Veteran Day

Veterans Day – November 11. It is no secret that the physical and mental health support veterans receive is inadequate. This good time to set up a promotion honoring those who served. Special promotions including free or discounted services or donations to local Veterans organization.

(More info: http://en.wikipedia.org/wiki/Veterans_Day)

Donation Drives (patient referrals, advertising new patients)

Holiday time always brings an increased demand for helping those less fortunate. Within your office set up a collection area for any of the following programs and promote it in your newsletter.

- Coats for Kids
- Food for Families
- Toys for Tots
- Blood Drive

\$25 in exchange for first day services.

- Also, you can support drives at local church or gyms. EG “Free first day services for every donation a member of YMCA makes to the homeless fund.”

Deer Widows Week (patient referrals)

During hunting season or first week of December offer complimentary massage for your patients who refer in a new patient

Girl’s Night Out (screenings)

This is a shopping/gift exchange that can take place in your office. Have patients who have little businesses set up booths in your office and stipulate that they have to bring guests. Supply some refreshments and promote as great way to “Shop Local” for Christmas presents. Enlist the help of massage therapist, local spas and direct marketing consultants. You can provide free screenings.



DECEMBER

Holiday Coupons – Gifts Certificates(patient referrals)

- Good for Massage, consultation, exam, x-ray
- Denominations: Free, \$25, \$25 or food donation to charity.

Poinsettia Give Away (patient retention)

Give away free poinsettias, one per family. Include in the cards a gift certificate for family members or friends. (see Member's site for gift card)



Saturday with Santa(patient referrals)

- Set up Santa in your reception room corner
- Treats for the kids
- Pictures with Santa
- Free spinal check with Doc

Appreciation to External Referral Sources

Deliver a fruit basket or other present personally during December with a card of thanks and mention how you are looking forward to another year working together. This would go to any location where you had an external community services type of event, such as a screening or workshop. Include: "Looking forward to working with you next year."

Health Never Takes a Holiday

Post a sign in your office in December that Health Never Takes a Holiday and review and re-schedule patients through December to January.

Giving Tree/Angel Tree

The Giving Tree/Angel Tree Project is a great way to bring community awareness to your office. It is a simple project that gets your patients be involved to help others where they might not otherwise have the opportunity to do so.

JANUARY AND FEBRUAY

Winter Workshops and Movie Nights – Internal

These, of course, can be done anytime of the year. Whether it is how to make organic soup for the week, or a talk on vaccinations with an MD, winter has been a good time for internal events. Weight loss, fitness, and food have seemed to be popular. These should be planned by Dec or even November.