

# SPECIAL PROMOTIONS By MONTH

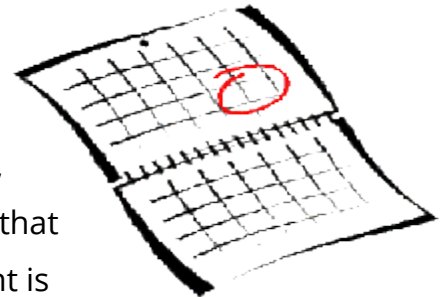
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Below are a few promotions that we have seen many offices hold and the months they have had them. However, many promotions listed have been effectively done at other times. Planning promotions by month is just a handy planning tool, and this is a guide only. All promotions should be customized for your own situation.

Many of these promotions can be directed at existing patients, inactive patients, as well as to non-patients.

In addition to these special promotions, we also recommend an ongoing community education program with monthly workshops or “awareness weeks” featuring conditions or other health topics. There are many different categories of marketing, including community services (screenings, external workshops), advertisements, patient education, and excellent service. Some of these can also blend into these promotions as well.

Unlike routine marketing procedures which should be listed on a checklist for daily, weekly, or monthly action, Special Promotions should be scheduled on a calendar so that the entire team can review and stay updated on what event is coming up next.



1. **JANUARY.** People are recovering from the holidays. They may have spent too much, ate too much, and are faced with the worst of winter yet to come. Offer them warm, positive, and hopeful activities to improve their lives and help them keep their New Year’s resolutions.

- Workshops on weight loss, fitness. Could include Yoga, organic cooking. Bring in specialists to help with the workshop.
- Support Groups: Health Cleanse and Detox, Weight loss.
- Workshops on conditions: Neuropathy, Chronic Fatigue, Depression.
- Talks to civic and church groups. People have less to look forward to during this time of year and want upbeat direction from speakers.
- Partner with businesses: advertise screenings at their business. While most stores are trying to get business, help them by promoting your screening in their business. "Joe's Chiropractic will be offering free spinal screenings at Bob's athletic shoe store on Saturday, January 15th." They get free advertising, and you get the use of their customers. Plan company massages and screenings at local businesses.
- Other: Patient Appreciation Dinners. Personal Injury Marketing. "Strains, Sprains and Automobiles." Seniors Day/Week

## 2. **FEBRUARY. Winter. Seniors don't like to get out. There are slips and falls. But there is also love.**

- Valentines Day: Gift certificates your patients to give to their loved ones. They could be free, or for a small charge. The fees can go to charity, just to show your compassion. Consultations/Exam, and or massage.



- Valentine candies to patients who refer in their valentine - "We (heart) helping your (hearts).

- Massage and Appreciation Luncheons to local businesses.
- Couples massage workshops.

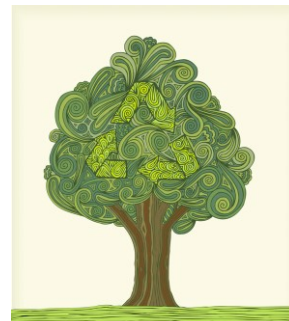
**3. MARCH. A transition month, from winter and taxes, to spring. Give them hope and preparation for outdoor activity.**

- Saint Patrick's Day. Leprechaun Appreciation Day. This is a kid's day. Have parents bring their kids in dressed as a leprechaun and receive a free scoliosis screening and or adjustment. It can include coloring contests. Pictures with the doctor a must.
- Golf Workshop. Let's get the golfers! There are a lot of them and many will do anything to improve their game. You can help. Give them a head start on the season. Include a golf pro.
- Easter Egg Hunt. Kid's Day. Kids come in and get their picture taken with a big old Easter bunny. Free screenings, adjustments, refreshments. The week before Easter.
- March: Anti-Subluxation Month: OK, this is a wild one but we have done it and it worked. Could be done any time. Hand out anti-subluxation pins (the word with "subluxation" with surrounded by a red circle with a red diagonal line through it.) Every patient that wears one when he or she come in gets to put their name in once for a drawing, or five times if they bring in a referral. Weekly drawing for prizes at one of your patients businesses. Could be done any month.
- Other: National Nutrition Month -- Workshop on nutrition and hormone supplements.



#### 4. **APRIL. Spring is here, along with Easter, Earth Day and other occasions.**

- Administrative Professionals Day/Week. Free massage for all the hardworking admin assistants. (Don't forget your team members!) This can be internal and external, with a coupon in newspapers, newsletters, and flyers at the front desk. Facebook it as well.



- Earth Day/Week. This is a wonderful time to position chiropractic with activities surrounding Earth Day. A healthy Earth is like a healthy body. You participate in community cleanup activities, offer a gardening class. Participants can be rewarded with a free exam, massage, or certificate stating that they helped the planet, along with a clinic T-Shirt.
- Other: World Health Week (4/2 - 4/8), World Health Day (4/7), National Occupational Therapy Month. Kids Day over Easter/Spring break.

#### 5. **MAY. A month of big events.**

- Good Posture Month - Free screenings in and outside your office. ACA has a kit to advertise. This is recognized by national chiropractic organizations.
- Teacher's Appreciation Day/Week. Provide free massages and screenings at local schools for educators. Offer the same at your office as well.



- Mother's Day - Gift Certificates for mothers given out to patients to give to their mothers. Card good for May. Free check-ups for all mothers for a two-week period, plus free carnations for mothers the Friday before Mother's Day. Include a massage for the mom's and you usually get a better response. Special prizes for certain moms, such as those with the most kids, grandkids, etc. New, and old patients.
- Other. National Fitness and Sports Month, National Running and Fitness Week (5/6 - 5/12), National High Blood Pressure Month, National Employee Fitness Day (5/12).

## **6. JUNE. Summer months we often head outdoors to participate in community summer activates.**

- Father's Day: Same promo for Father's Day as Mother's Day. Care to Share drawing. Bring in a dad and you enter a drawing for the dad, which can include: haircuts, gift certificates, bowling, sporting event tickets, car wash, gift certificates at hardware.
- Other: Summer promotion in newsletter, etc., to "get in shape this summer to prevent recreational injuries, "National Safety Week (6/25 - 7/1).
- External screenings and events.



**7. JULY. Parades, fairs, and pancake breakfasts.**

- "Christmas in July". Turn on the air condition, get some fake snow, and have a party for patients and their friends.
- Care to Share. Have a drawing to win something representing local sports team. Bring people in to a talk, for a free screening, and you can enter the drawing. Can be done any month.
- External events. Screenings at outside events/fairs.

**8. AUGUST. Starting to end the summer activities, getting ready for fall.**

- Kid's Day/Week. Have free back-to-school scoliosis checks, in the clinic, for children. Kid's poster contest on "My Chiropractor," or "Health and Chiropractic." Three age groups: 0-6, 7-12, 13-18, and can win \$50.00 U.S. Savings Bonds.
- Rummage Sale. Patients pay \$30 for a space in your parking lot to sell their wares. Your office promotes the event in the local paper, social media, and banner in front of the office. Fees go to a donation. The office has its own screening booth.
- External events. Screenings at outside events/fairs.

**9. SEPTEMBER.** Transitioning into fall. If you recently brought in a lot of new patients from external fairs and events, follow it up with an internal promotion or appreciation day.

- Grandparents Day: Make this a Senior's day. Free testing, massage, food. If brought in by a family member, the family member can get a cap, thermos, adjustment, or some other token of gratitude.
- Patient Appreciation Day: A special day, usually on a Saturday, patients can come in for a complimentary service (massage or adjustment) and bring in a friend, family member as well for a free exam.
- Community Appreciation Day. This is the same as a patient appreciation day, but you promote this to the community as well. They can come in for free food, games, and consultation exam. Can include a health lecture.
- School Supply Drive Bring in school supplies and receive a discount on the initial service.

**10. OCTOBER.** This is traditionally a great month for chiropractic. It is usually a longer month, it is in between the vacations of summer and the hectic days of November, December, and Year End. Plus, it is the month in which chiropractic was founded.

- National Spinal Health Month (ACA) Contact the ACA for more information. The name was changed to Chiropractic Month, and you can use either. Invite patients to bring in friends for a free exam. This is a powerful theme that you can use to drive any promotion this month as it has an "official" label.

- Reactivation Programs. This has been a good time to send out a letter with an excellent offer to all patients who have not been so far this year. This letter could go to everyone in your files, a couple thousands names. "Chiropractic Check-Up Time." Give them an offer of a free exam (x-ray if needed). Good for whole family.
- Kids and Halloween Party. Kid's day. Best costume awards by age groups. Free screening and adjustments for kids.
- Special Workshop on Flu

## **11. NOVEMBER. Like squirrels, people are getting things done before the Holidays.**

- Donation Drives for charity, offering services for new patients at discounts for donations of money, food, etc., for charity. Food drive, Coats for Kids, Toys for Tots some of the donation programs you can do. Blood drives have been effective. The idea is that if patients and their friends, or non patients make donations for a cause, you will also make donations in kind with your services. These could be consult/exam for new patients, a drawing, free adjustment, or massage for existing patients.
- Patient Party and Appreciation. In-house parties, dinners, buffet, or pot luck for your better patients, for all patients, with or without their friends and family, with or without free services. Think of a Christmas staff or employee party, but bring the patients and their friends. This is mostly a goodwill event.



**12. DECEMBER.** This can actually be a very productive month. Despite the hectic nature of the season, many people have a festive spirit. Plus, insurance-wise, they likely have met their deductible limit by now.

- Girls Night Out. A gift bazaar with booths. Open to patients and not patients to sell their homemade or home business products for Christmas gifts. Buy Local. Everyone has to bring in 3 people at least. You have a booth and screen.
- Saturday with Santa. Another Kid's Day. Get someone to dress as Santa. Take pictures. Gifts. Screenings.
- Free Poinsettias' to all active patient families. Include a gift certificate for their family and friends good until the end of January for a Holiday gift. Arrange this a few months ahead of time with a local florist.
- Other: "Toys for Tots" toy donation program.