



Internal Marketing Strategies

1. Consistent Reactivations

Effectiveness: 4/5, Difficulty: 3/5, Speed: 3/5, Budget Range: Low to Moderate

How it Works:

- Identify and segment inactive patients.
- Set up automated reactivation campaigns using AI and personalized messaging.
- Targeted reactivation emails, SMS messages, and webinar invites to re-engage.
- Track reactivation success and adjust automated campaigns for optimal results.

2. Patient Referral Program

Effectiveness: 5/5, Difficulty: 3/5, Speed: 4/5, Budget Range: Low

How it Works:

- Identify satisfied patients and ask them to help others.
- Ensure an easy referral process by providing referral tools.
- Track referrals and reward patients for successful referrals.

3. Patient Testimonials and Case Studies

Effectiveness: 4/5, Difficulty: 2/5, Speed: 3/5, Budget Range: Low

How it Works:

- Request testimonials from satisfied patients.
- Share these testimonials on your website, social media channels and in office.
- Create in-depth case studies highlighting successful patient outcomes.
- Use before-and-after visuals and patient narratives for impact.

4. Email Marketing Campaigns

Effectiveness: 4/5, Difficulty: 3/5, Speed: 3/5, Budget Range: Low to Moderate

How it Works:

- Build and segment an email list of current patients, including inactive ones.
- Use software to automate campaigns- Welcome, Active Patients, Inactive Patients.
- Send personalized promo emails to engage referrals and boost adjustments.
- Analyze open rates and click-through rates for optimization.

5. Patient Reviews

Effectiveness: 4/5, Difficulty: 3/5, Speed: 3/5, Budget Range: Low

How it Works:

- Encourage satisfied patients to leave reviews on platforms like Google and Yelp.
- Respond to all reviews, positive or negative, with professionalism and care.
- Automate both reviews and comments
- Use reviews and ratings in marketing materials and on your website.
- Monitor and manage your online reputation actively.

6. WOW Workshops (New Patient Orientations)

Effectiveness: 3/5, Difficulty: 3/5, Speed: 3/5, Budget Range: Low

How it Works:

- Host orientation workshops for new patients to introduce them to lifestyle chiro.
- Assure a guest accompanies
- Provide valuable content, connect to your vision for community, Inspire purpose.
- Offer special promotions to attendees to encourage initial appointments.

7. In-Office Events (e.g., Family Appreciation Week, Mothers Day Promo, etc.)

Effectiveness: 4/5, Difficulty: 3/5, Speed: 3/5, Budget Range: Low to Moderate

How it Works:

- Plan and promote in-office events to engage current patients and attract new ones.
- Offer special discounts or promotions during these events.
- Create a festive atmosphere and provide value to attendees

External Marketing Strategies

1. Social Media Marketing

Effectiveness: 4/5, Difficulty: 3/5, Speed: 3/5, Budget Range: Low to Moderate

How it Works:

- Maintain active and engaging SM profiles on Facebook, Instagram, and LinkedIn.
- Post informative content, patient success stories, and promotions regularly.
- Use paid advertising on social media to reach a broader audience.
- Interact with followers, respond to comments, build an engaged community.

2. Informative Webinars

Effectiveness: 4/5, Difficulty: 3/5, Speed: 3/5, Budget Range: Low to Moderate

How it Works:

- Host informative evergreen webinars on top conditions and challenges.
- Consistently promote webinars through your website, social media, and email list.
- Collect registrations and email addresses for follow-up.
- Provide valuable information, build curiosity, Opportunity Close CTA.

3. Chat Bots and SMS Bots

Effectiveness: 3/5, Difficulty: 3/5, Speed: 3/5, Budget Range: Low to Moderate

How it Works:

- Implement chat bots on your website to engage with visitors, answer common questions and questions and book appointments.
- Use SMS bots to automatically book reactivation appointments, generate referrals, follow up on missed calls and Google My Business inquiries.
- Provide quick responses to inquiries from social DM's and encourage appointment bookings.
- Use automation to enhance patient communication and satisfaction.

4. Lead Magnet Strategies

Effectiveness: 4/5, Difficulty: 3/5, Speed: 3/5, Budget Range: Low to Moderate

How it Works:

- Develop valuable lead magnets, such as eBooks, video guides, etc.
- Promote these lead magnets on your website and social media.
- Capture leads' contact information in exchange for access to the lead magnet.
- Nurture leads through email marketing and educational content.

5. Community Involvement / Lunch and Learns

Effectiveness: 4/5, Difficulty: 2/5, Speed: 3/5, Budget Range: Low to Moderate

How it Works:

- Identify local events, charities, or organizations to sponsor or participate in.
- Set up a booth with informative materials at community fairs and events.
- Offer free health talks with local businesses to attract attendees.
- Network with other local businesses for cross-promotions.

6. Online Advertising (Google Ads, Facebook Ads)

Effectiveness: 5/5, Difficulty: 4/5, Speed: 4/5, Budget Range: Moderate to High

How it Works:

- Create targeted ad campaigns based on keywords, demographics, and interests.
- Allocate a budget and monitor ad performance regularly.
- Use compelling ad copy and visuals to drive clicks.
- Implement retargeting strategies to re-engage potential patients.
- Hire Ad Agency OR use proven software and templates

7. Search Engine Optimization (SEO)

Effectiveness: 4/5, Difficulty: 4/5, Speed: 2/5, Budget Range: Low to Moderate

How it Works:

- Optimize your website's content with relevant keywords.
- Build high-quality backlinks through guest blogging or partnerships.
- Ensure your website is mobile-friendly and loads quickly.
- Monitor your SEO performance using tools like Google Analytics.

8. Collaborations with Other Healthcare Providers

Effectiveness: 4/5, Difficulty: 3/5, Speed: 3/5, Budget Range: Low to Moderate

How it Works:

- Identify potential healthcare partners, such as midwives, and holistic physicians.
- Reach out and establish professional relationships.
- Share patient referrals when appropriate and maintain open communication.
- Offer joint workshops or educational sessions to promote wellness.

9. Direct Mail Campaigns

Effectiveness: 3/5, Difficulty: 3/5, Speed: 2/5, Budget Range: Moderate

How it Works:

- Develop a targeted mailing list using local demographics.
- Create compelling direct mail materials with a clear call to action.
- Track response rates and adjust future campaigns based on results.
- Include contact information and online links for easy response.

10. Spinal Screenings

Effectiveness: 4/5, Difficulty: 3/5, Speed: 3/5, Budget Range: Low to Moderate

How it Works:

- Set up booths or events in high-traffic areas to offer free spinal screenings.
- Educate attendees about chiropractic care and suggest looking into issue.
- Collect contact information, schedule exam and follow-up with potential patients.