

# Marketing Plan

## *Sample Marketing Calendar*

Here is a sample yearly marketing plan. You should use something similar, but of course add or remove strategies as appropriate for your practice. Letter and advertisement templates are included in the Chiropractic Marketing Center lessons .

Also add your weekly marketing meetings to maintain accountability.

### **JANUARY**

- 1) Place referral generating signs in office (01/02/08)
- 2) Send automated reactivation sequence letters (01/03/08)
- 3) In-office seminar on weight loss (01/10/08)
- 4) Run newspaper advertisement (01/15/08)
- 5) Place yellow page advertisement (01/18/08)
- 6) Give talk to a company or organization (01/23/08)
- 7) Send reports and mutual patient letters to MDs (01/29/08)
- 8) Send birthday cards for February (01/30/08)

## FEBRUARY

- 1) Launch web site
- 2) Send Valentine's Day letter to active and inactive patients (02/01/08)
- 3) Send automated reactivation sequence letters (02/05/08)
- 4) Mail and/or e-mail a newsletter to patients, inactive patients, and prospects (02/11/08)
- 5) Run newspaper advertisement (02/12/08)
- 6) Give talk to a company or organization (02/15/08)
- 7) Contact local business to arrange endorsement marketing (02/20/08)
- 8) Send reports and mutual patient letters to MDs (02/26/08)
- 9) Send birthday cards for March (02/28/08)

## MARCH

- 1) Send initial contact letters to MDs (03/03/08)
- 2) Set up e-mail marketing system
- 3) Send automated reactivation sequence letters (03/04/08)
- 4) Mail endorsement letters (03/11/08)
- 5) Make follow up phone calls to MDs (03/12/08)

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## **MARCH** (cont.)

- 6) Give talk to a company or organization (03/14/08)
- 7) Send referral generating e-mails to current patients (03/17/08)
- 8) Send reports and mutual patient letters to MDs (03/25/08)
- 9) Send birthday cards for April (03/28/08)

## **APRIL**

- 1) Send automated reactivation sequence letters (04/01/08)
- 2) Mail and/or e-mail a newsletter to patients, inactive patients, and prospects (04/07/08)
- 3) Run newspaper advertisement (04/08/08)
- 4) In-office seminar on sports injuries (01/10/08)
- 5) Give talk to a company or organization (04/11/08)
- 6) In-office seminar on spinal decompression (04/17/08)
- 7) Send reports and mutual patient letters to MDs (04/29/08)
- 8) Hold patient appreciation day (04/26/08)
- 9) Send birthday cards for May (04/29/08)

## MAY

- 1) Send initial contact letters to PI Attorneys (05/05/08)
- 2) Send automated reactivation sequence letters (05/06/08)
- 3) Run newspaper advertisement (05/13/08)
- 4) Make follow up phone calls to PI Attorneys (05/14/08)
- 5) Give talk to a company or organization (05/16/08)
- 6) Send reports and mutual patient letters to MDs (05/27/08)
- 7) Send birthday cards for June (05/30/08)

## JUNE

- 1) Send automated reactivation sequence letters (06/03/08)
- 2) Mail and/or e-mail a newsletter to patients, inactive patients, and prospects (06/09/08)
- 3) Run newspaper advertisement (06/10/08)
- 4) Give talk to a company or organization (06/13/08)
- 5) Send reports and mutual patient letters to MDs (06/24/08)
- 6) Send birthday cards for July (06/27/08)

## JULY

- 1) Send out reactivation letters to inactive patients (07/01/08)
- 2) Send automated reactivation sequence letters (07/07/08)
- 3) Run newspaper advertisement (07/08/08)
- 4) Give talk to a company or organization (07/18/08)
- 5) Send reports and mutual patient letters to MDs (07/29/08)
- 6) Send birthday cards for August (07/30/08)

## AUGUST

- 1) Send automated reactivation sequence letters (08/05/08)
- 2) Mail and/or e-mail a newsletter to patients, inactive patients, and prospects (08/11/08)
- 3) Run newspaper advertisement (08/12/08)
- 4) Give talk to a company or organization (08/15/08)
- 5) Send reports and mutual patient letters to MDs (08/26/08)
- 6) Send birthday cards for September (08/29/08)
- 7) Send press release for anniversary celebration/patient appreciation day (08/29/08)

## SEPTEMBER

- 1) Send automated reactivation sequence letters (09/02/08)
- 2) Run newspaper advertisement (09/09/08)
- 3) Give talk to a company or organization (09/19/08)
- 4) Send referral generating letters to current patients (09/23/08)
- 5) Hold an anniversary celebration/patient appreciation day (09/27/08)
- 6) Send birthday cards for October (09/29/08)
- 7) Send reports and mutual patient letters to MDs (09/30/08)

## OCTOBER

- 1) Send initial contact letters to MDs (10/06/08)
- 2) Send automated reactivation sequence letters (10/07/08)
- 3) Mail and/or e-mail a newsletter to patients, inactive patients, and prospects (10/13/08)
- 4) Run newspaper advertisement (10/14/08)
- 5) Make follow up phone calls to MDs (10/15/08)

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## **OCTOBER** *(cont.)*

- 6) Give talk to a company or organization  
(10/17/08)
- 7) Send reports and mutual patient letters  
to MDs (10/28/08)
- 8) Send birthday cards for November  
(10/30/08)

## **NOVEMBER**

- 1) Send initial contact letters to PI Attorneys  
(11/03/08)
- 2) Send out Thanksgiving letter to patients  
(11/03/08)
- 3) Send automated reactivation sequence  
letters (11/04/08)
- 4) Run newspaper advertisement  
(11/04/08)
- 5) Make follow up phone calls to PI  
Attorneys (11/12/08)
- 6) Give talk to a company or organization  
(11/14/08)
- 7) Send reports and mutual patient letters  
to MDs (11/25/08)
- 8) Send birthday cards for December  
(11/28/08)

