

TLC Marketing Template

Daily

- P.R.E.S.
- Intro vet patients to np
- NPR SWS sign up
- Story of the day
- Tic of the day
- Referrals 10%
- Progress exams
- SWS 10%
- WOW articles
- 14 day benefit
- Office tours
- Testimonials written
- Spouse at NPR
- Master Lead Sheet
- Reaction regimen
- Listen to pt questions
- Dialogue wall poster
- 12 month engagement calender for patients to see
- Pens and cards everywhere 1/day
- Teach patients to quiz other patients
- Coloring books
- Chiropractic books
- Testimonials verbal
- WOC (wip out card)
- Make 1 call to book ext promo

Weekly

- AR cards for Dr.
- Reactivation calls 5-10
- SWS Closing leads
- Spouse at workshop
- Thank you notes (5)
- Patient of the wk
- Wow articles
- Quote of the week
- X-ray wows
- Google reviews +10%
- Social media posts & engagements

Monthly

- Gifting program
- Relationship marketing groups 2
- Active/ Inactive patient birthday cards
- Welcome to the neighborhood letter
- Specialty SWS Promo
- Health club, Health food
- Outside talks to patient companies
- Newsletter/pt.calendar/Health tips- digitally
- Referral gifts
- Card day
- Customize Services SWS Dinner Talk
- Building Alliances Letters to MD's & Attorneys
- Employee Enhancement to service group i.e. rotary

Quarterly

- Reactivation letters
- Video day
- PAD
- Screenings
- Community Connections
- Seasonal decorations
- Expansion cycles
- Family friend's day/wk
- Paid for digital marketing

Annually

- Birth of Chiropractic celebration
- Stump the team
- Calendar in OBR
- Expansion cycle 1st wk Jan to last wk Feb.
- Expansion cycle last wk of Apr to approx 7/4
- Expansion cycle August last wk to approx 11/7
- Patient Anniversary celebrations
- Honor the laborers
- Optimal Healer Galas
- Halloween party
- Food drives
- Christmas party
- New year/New health promo wk
- Valentines Promo flyer
- Valentines card
- Giant heart sign up board
- St. Patricks Day Promo
- Spring into health-cards & Healthy snacks
- Spring into Health festival screen
- Last wk april start exp cycle-Stump the team AIM
- Mother's Day- carnations
- Father's Day everyone wears ties
- Freedom from poor health July 4th PAD- finish w/ stump the team Happy holidays flier out week after thanksgiving
- Toy drive
- Holiday party in the spirit of giving



1.877.TLC.4888 / fax: 215.657.9695 / 907 easton road, suite 1b, willow grove, pa 19090

coach@tlc4u.life / www.tlc4u.life