

Marketing Ideas

Internal

Box on the Wall
ROF
Care Plan
Re-eval
Wellness Letters
Newsletters
Testimonials
Diploma's
Awards
Chiro Literature
Chiro Information
Sayings
Follow-up calls (no shows, late, out of town)
Reminder calls (before appointment)
Health Talks
Schedule Multiple Visits
Pre-pay
Polaroid pictures of patients on walls
Community Board
Free vitamins/echinacea tablets/water
Demonstrations

External

Screenings
Flyers
Radio
Newspaper
Clubs/Associations
Lions
Rotoray
Chamber of Commerce
Womens Club
Gyms
Church
Ergonomic Talks
Daycare
Stores
Scoliosis Screenings
Health Fairs
Sporting Events-Booth
Phonebook
Movie Theater
5% to group of the month
Sponsor sports team
Free Care for high school team
Team Dr.