



# 12-Month Marketing Idea Generator



## Daily Activities

- Write 3 postcards to inactive patients
- Give report of findings to every new patient
- Make phone calls to 3 inactive patients
- Hand out 3 mini stress-reduction treatment cards
- Hand out 3 business cards
- Add a new message of health to your bulletin board or whiteboard
- Ask your patients for referrals



## Quarterly Activities

- Go through patient files and conduct a patient reactivation campaign
- Host a Patient Appreciation Day
- Conduct direct mail advertising
- Host a patient appreciation dinner at your clinic or at a restaurant
- Send seasonal patient newsletters
- Conduct a new patient referral drive



## Weekly Activities

- Meet with a local provider for which you want to network with
- Host a new patient orientation class
- Host a health awareness class
- Attend one acupuncture screening/health fair
- Add a new blog post to your website and share on your social media pages
- Gather two patient testimonials



## Annual Activities

- Host a seasonal food or toy drive
- Host a clinic picnic
- Review marketing activities to determine what worked best
- Send letter reminding patients to maximize insurance benefits before year end
- Host a patient appreciation dinner at your clinic or at a restaurant
- Send patients reactivation letters to begin new year
- Offer "*de-stress from the holidays*" stress-reduction treatments
- Create a patient event for AOM Day on October 24th



## Monthly Activities

- Host a promotional lunch with local businesses
- Educate your patients about specific conditions acupuncture can help with
- Attend a networking event
- Host a public talk
- Send health related patient newsletter

