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**Template:**

**A Step-by-Step Marketing Plan and Budget for Your Chiropractic Practice**

**(Your Business Name)**

**Marketing Plan**

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| **Marketing Goals**  What are your three most important business goals for the next six months to a year? Write down your S.M.A.R.T (specific, measurable, attainable, relevant, time-bound) goals below. For example: “Boost new patients coming in for adjustments by 15% the end of the first quarter.” |
| 1.  2.  3. |
| Business Summary: Who are you?  Defining who you are as a chiropractic practice helps you determine your best patients. (A tip here: Think beyond “performing high-quality adjustments,” because every practice aspires to do that. Do you like to work on particularly athletic patients, or do you gravitate more toward patients with chronic pain or injuries? Those details are helpful in thinking about *who you* are, because they help bring business goals to light.) |
| Where are you located?  What service(s) do you provide?  What makes your chiropractic practice different from every other place patients could go for  your services?  What are you known for — and what do you wish you were known for?  How can you continue to improve? |
| Target Market: Who’s your ideal patient?  Defining your best patient is key to evaluating your offerings and what marketing methods you should use, ranging from online ads and email marketing campaigns to pop-up events and open houses. Also, keep in mind that your *ideal* patients may or may not look like your *current* patients. If they don’t look alike, it’s time to reimagine your marketing efforts to reach out to this newer demographic. |
| Predominantly female or male? Or about equal, ideally?  How old are they?    Where do they live?    Where do they work?  What do they value?  Are they open to other therapies? How about advice on things like their diet?    What motivates them to come to you?  How can you honor those motivations? |
| Strategy: How will you reach your ideal patients?  Now it’s time to outline the ways you’ll attract, convert, and retain patients  at each point of their journey — from Awareness to Advocacy.  Awareness: How will you help new patients find your business? |
| Which (if any) traditional advertising outlets will you use?  Will you host pop-up events? Open-houses? How will you encourage patients to attend (e.g., discounts or a chance to win a free massage)?  Is your website live? If not, who will build it? Does your business management software integrate so patients can easily book your appointments and services?  Are your profiles set up and optimized on Yelp, Bing, and Google?  Do you plan to run Pay-Per-Click (PPC) ads?  What social media platforms will you use?  Are your social media profiles fully optimized?  Do you have a staff member who’s responsible for posting and engaging regularly?  Do you plan to run social media ads? What will you promote? |
| Action: How will you convert prospects into patients? |
| What’s your introductory offer for new patients? How will you promote it?  When potential patients show interest in a consultation but don’t follow through, what’s your plan for follow-up emails? |

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| Loyalty: How will you keep patients coming back? |
| How will you check in with patients after their first few treatments?’’  How will you stay in touch with existing patients?  How often will you send emails reminding patients to book their next adjustment?  How will you get existing patients to return when you haven’t seen them in a while?  How will you help patients understand related therapies that can enhance their results? |
| Advocacy: How will you retain patients and encourage them to spread the word? |
| How will you encourage happy patients to write reviews (and promote the ones you  receive)?  Do you have a referral program to reward your most loyal patients?  How will you stay connected with your current patients? Events? Social media contests? Email? |

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| **Budget**  What’s your monthly marketing budget? How much will be allocated to each strategic effort?  Double click on the chart to input into the Excel spreadsheet |
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| **Key Performance Indicators (KPIs)**  KPIs  Are you seeing results from your marketing? Your KPIs will help you evaluate your efforts and see if you’re reaching your goals.  Remember: Marketing takes time. While you’ll want to keep tabs on your KPIs every month, you’ll really only need to re-evaluate every six months.  Double click on the chart to input into the Excel spreadsheet |
| New Clients: This number should grow every month. If not, you’ll likely want to increase marketing efforts and spending related to Awareness.  New Patient Offers Sold: Not where you want to be? It might be time to reevaluate your introductory offer duration and price. Here are some [tips for successful intro offers in the MINDBODY app](https://support.mindbodyonline.com/s/article/215861297-Tips-for-successful-intro-offers-in-the-MINDBODY-app?language=en_US).  Referral Types: What are the top three ways customers hear about your business? If word-of-mouth referrals are two to three times higher than other forms, are you tracking the other ways? If not, people may simply not remember and report “word of mouth.” If you are tracking them, though, consider revisiting your marketing mix, seeing where people are dropping out of their interactions with you, and/or investing more in your marketing budget.  MINDBODY has everything you need to run your chiropractic practice and achieve your goals. Visit <https://www.mindbodyonline.com/wellness-management-software> to find out more.  This information contained herein does not constitute financial, legal, or other professional advice and is meant to be used solely for informational purposes. It does not take into account your specific circumstances and should be not acted on without full understanding of your current situation, future goals and/or objectives by a qualified professional. MINDBODY assumes no liability for actions taken in reliance upon the information contained herein. ©MINDBODY 2019 |