The Dos and Don’ts of Chiropractic Practice Marketing

**Marketing Dos**

Offer educational workshops to schools, local businesses and wellness organizations to build awareness of your practice in the community.

—The American Chiropractor

Encourage patients to bring a close friend or family member to the appointment. That way, you can influence more than one person and you have a greater chance of speaking to the primary decision-maker in the household.

—The American Chiropractor

• Set aside up to 10% of your monthly gross collections for marketing.

—The American Chiropractor

Learn to use video—podcasts, online video or live video streaming—in your practice’s marketing plan.

—The American Chiropractor

Hire a Chiropractic Assistant to help create, execute and measure a marketing plan.

—The American Chiropractor

Learn to talk about chiropractic in a sharing, not selling, way

—The American Chiropractor

Encourage referrals using incentives such as a Generation Board, where you put up pictures of related family or friend groups that are all under your care.

—The American Chiropractor

Optimize patient flow in your office to increase patient satisfaction.

—PulStar Pro Tips

Encourage your patients to like your Facebook page both in person and by including social media buttons on your website and other marketing materials.

—PulStar Pro Tips

Look to MDs for referrals, not just your patients.

—PulStar Pro Tips

Use patient testimonial videos on your website and social media.

—PulStar Pro Tips

**The Don’ts**

Use every social media platform. Choose only the ones that you are confident you can post in regularly and put all your focus there.

—Chiropractic Economics

Rely solely on scheduling social media posts. Unplanned timely posts add to a robust social media plan.

—Chiropractic Economics

Buy email lists. It’s tempting, but unless you have a marketing expert on staff who has experience doing this, you may risk being marked as a spammer.

—Chiropractic Economics

Spend all of your time personalizing emails. It’s nice in small amounts, but too much personalization makes people think you know too much about them.

—Chiropractic Economics

Only send marketing emails at the same time each week. Try different dates and times to see which ones work best for your patients.

—Chiropractic Economics

Be afraid to own your expertise. PulStar doctors learn protocols to help them treat conditions beyond back, neck and shoulder pain, and they advertise their expertise to attract new patients.

—PulStar Pro Tips

Underestimate patients’ interactions with your staff. You must build a reputation for having friendly, knowledgeable staff members. Some chiropractors even create scripts to help correctly guide their staff through difficult situations.

—PulStar Pro Tips

Allow your treatment techniques to go stagnant. New methods and technologies such as PulStar multiple impulse therapy will help to attract new patients.

—PulStar Pro Tips

Miss an opportunity to connect with a patient. Be sure to have meaningful conversations with patients during their visit, and don’t forget to reach out to them regularly, even if you haven’t seen them in a while.

—PulStar Pro Tips

Want more information? Visit our Pro Tips section for our most up-to-date advice for DCs!

Click the links for the full stories: American Chiropractor, “Real Marketing from the experts” | Chiropractic Economics, “8 bad tips for chiropractic marketing that you should avoid”