

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*

—*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"](#)