

Mock Marketing & Sales Plan

“Small Family-Owned Chiropractic Care”

Powered By:



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Business Overview:

A small, family-owned chiropractic care clinic focused on providing holistic health solutions, pain relief, and wellness care for local families and individuals.

This company is seeking patients in a 5-10 Mile radius of their office. They do not have an abundance of monetary or financial resources, thus making efficient analysis, implementation and execution of strategies paramount for their success in as early as 6 months to one year.

Currently this business does not have a strong digital presence. Website is outdated and cannot take bookings. This company does not have a strong social media presence. This company's primary form of communication with the local community is via their Facebook page.

It is estimated this firm allocates roughly 1-2 Hours a week on marketing efforts and very little quantifiable monetary resources. They believe they have plenty of hours to allocate to marketing efforts, but do not wish to increase marketing spend to more than \$500 a month.

Currently, the firm can see 3 patients a time, in 30 minute intervals or 6 patients an hour. It is estimated that appointments are only fulfilling 45% of their current capacity. Walk-In's are fulfilling 5-10% leaving 50% of the time slots open for potential patients. The firm employs 3 full-time Chiropractors who are making a healthy income, but believe that with increased marketing efforts, could easily see a large jump in overall practice revenue.

Executive Summary

This report outlines a strategic growth plan for a small, family-owned chiropractic care clinic looking to expand its customer base and increase revenue through targeted digital marketing and community engagement. The clinic aims to position itself as a trusted provider of holistic health solutions, pain relief, and wellness care for individuals and families in the local area.

Through a **combination of organic content, paid advertising, and community partnerships**, this chiropractic clinic can enhance its brand visibility, attract a steady flow of new patients, and build long-term patient loyalty. By leveraging digital marketing and strong local engagement, the clinic is poised for sustainable growth and increased revenue in the competitive wellness market.

The strategic growth plan will include:

- Marketing Strategy
 - Target Audience
 - Brand Positioning Messaging
 - Social Media Strategy
 - Paid Advertising Strategy
 - Community Engagement & Strategy
- Sales Strategy

- Customer Acquisition Tactics
 - Lead Generation & Nurturing
 - Conversion & Retention
 - Implementation and Execution Strategy
 - Key Performance Indicators
 - Social Media & Digital KPIs
 - Sales Metrics
 - ROI Analysis
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Marketing Strategy

1. Target Audience:

- Local families, professionals, athletes, and seniors looking for chiropractic care.
- Individuals suffering from back pain, neck pain, posture issues, or recovering from injuries.
- People within a 10 Mile radius to the chiropractic office.

2. Brand Positioning & Messaging:

- **Tagline:** “Your Family’s Partner in Wellness & Pain-Free Living.”
- **Key Value Propositions:**
 - Personalized care with a family-friendly approach.
 - This business is active and apparent in its local community
 - Natural and holistic healing methods.
 - Affordable and accessible chiropractic care.

3. Social Media Strategy:

Platforms: Facebook, Instagram, TikTok, and LinkedIn (for networking with local professionals)

- **Content Plan:**
 - **Educational Posts:** Infographics & short videos about chiropractic benefits.
 - **Patient Testimonials:** Highlighting success stories (with permission).
 - **Behind-the-Scenes:** Family-owned aspect and community involvement.
 - **Live Q&A Sessions:** Addressing common chiropractic myths & FAQs.
 - **Promotional Offers:** Monthly discounts, referral incentives, and first-time visit deals.
- **Posting Frequency:** 3-5 times per week.
- **Hashtags:** #ChiropracticCare #PainRelief #HealthySpine #Wellness #FamilyChiropractic

4. Paid Advertising Strategy:

- **Facebook & Instagram Ads:** Geo-targeted promotions highlighting services, testimonials, and special offers.
- **Google Ads:** Local search ads targeting keywords like “chiropractor near me” and “back pain relief.”

- **Retargeting Ads:** Engaging past visitors with special offers.

5. Community Engagement & Partnerships:

- Partnering with local gyms, yoga studios, and wellness centers for cross-promotions.
 - Sponsoring local sports teams or community events.
 - Hosting free workshops/webinars on posture, pain management, and spinal health.
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Sales Strategy

1. Customer Acquisition Tactics:

- **First-Time Visit Discounts:** 20% off for new patients.
- Discounts when traffic is directed through any of our operation partners (local gyms, yoga studios, and wellness centers.)
- Promotions & Discounts when traffic is directed through social media channels
- Free Consultations
- Free adjustments during promotional events at third party locations

2. Lead Generation & Nurturing:

- **Website Optimization:** SEO-friendly content with online booking features.
- **Lead Magnet:** Free “Chiropractic Wellness Guide” PDF for email sign-ups.
- **Email Marketing:** Monthly newsletters with promotions, tips, and success stories.
- **Follow-Up Calls & Texts:** Reminders for follow-up appointments and special offers.

3. Conversion & Retention:

- **Monthly Subscription Services:** Create a subscription service that keeps patients booking weekly or bi-weekly.
 - **Referral Program:** Existing customers get \$10 off for each new patient referral - adjusting monthly price accordingly.
 - **Loyalty Program:** Free session after every 4 visits.
 - Personalized treatment plans to increase repeat visits.
 - Customer satisfaction surveys for service improvement.
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Implementation & Execution Timeline

To effectively bring this growth plan to life, the chiropractic clinic will implement a structured 12-month timeline focused on brand positioning, patient acquisition, and retention. Resources will be allocated efficiently to ensure measurable progress while maintaining financial sustainability.

Phase 1: Foundation & Brand Positioning (Months 1-2)

Objectives: Establish a strong brand identity, optimize digital presence, and set up key marketing infrastructure.

- Finalize website updates, SEO setup, and Google Business Profile optimization.
- Launch and optimize social media platforms (Facebook, Instagram, TikTok, LinkedIn).
- Develop and schedule initial content strategy (educational posts, testimonials, and service highlights).
- Initiate local partnerships and referral outreach efforts.
- Begin collecting and managing patient reviews for credibility.

Phase 2: Growth & Lead Generation (Months 3-6)

Objectives: Drive patient acquisition through digital marketing, community engagement, and referral programs.

- Launch paid digital advertising (Google Ads, Facebook & Instagram targeting local searches).
- Introduce promotional offers and first-visit discounts for new patients.
- Expand social media efforts with video content, live Q&As, and educational reels.
- Initiate local event sponsorships and community outreach programs.
- Track campaign performance and adjust based on engagement and lead conversion data.

Phase 3: Scaling & Optimization (Months 6-12)

Objectives: Strengthen retention strategies, optimize marketing campaigns, and implement long-term revenue models.

- Expand digital advertising based on performance insights.
- Launch a subscription-based wellness plan for recurring revenue.
- Implement automated patient follow-ups and retention strategies.
- Enhance referral incentives and loyalty programs.
- Conduct quarterly performance reviews to refine marketing strategies and optimize ROI.

This phased approach ensures a gradual but sustainable implementation of the marketing and growth strategy, allowing for strategic adjustments based on patient engagement, financial performance, and overall business needs.

Performance Metrics & Tracking

1a. Website Engagement Tracking

Tools to Use:

- Google Analytics 4 (GA4) – Tracks website traffic, user behavior, and conversions.
- Google Search Console – Monitors search traffic, keyword performance, and indexing issues.

- Heatmaps (Hotjar, Crazy Egg) – Visualizes where users click and scroll on your site.
- UTM Tracking (Google URL Builder) – Measures the effectiveness of specific campaigns.

Key Metrics to Track:

- Traffic & Users – Total visitors, unique visitors, and returning visitors.
- Session Duration – Measures how long users stay on the site.
- Bounce Rate – Percentage of visitors who leave without interacting (lower is better).
- Pages per Session – How many pages users visit before leaving.
- Conversion Rate – Percentage of visitors who take desired actions (appointments booked, contact form submissions, etc.).
- Source of Traffic – Breakdown of where visitors come from (social media, search engines, direct visits).

How to Improve:

- Optimize website speed and mobile-friendliness.
- Use strong calls-to-action (CTAs) to increase conversions.
- Regularly update content for SEO improvement and user engagement.

1b. Social Media Engagement Tracking

Tools to Use:

- Meta Business Suite (Facebook & Instagram Analytics) – Provides insights on reach, engagement, and ad performance.
- TikTok Analytics – Monitors video views, watch time, and interactions.
- LinkedIn Analytics – Tracks post performance and audience demographics.
- Third-Party Tools (Hootsuite, Sprout Social, Buffer) – Aggregates multi-platform analytics for easy reporting.

Key Metrics to Track:

- Reach & Impressions – How many users see your content.
- Engagement Rate – Likes, comments, shares, and saves compared to reach.
- Click-Through Rate (CTR) – Percentage of users clicking on a link in your posts.
- Follower Growth – Tracks how many new followers you gain over time.
- Video Completion Rate – For platforms like TikTok and Instagram Reels, measures how many people watch videos fully.

How to Improve:

- Post consistently at peak engagement times.
- Use high-quality images, videos, and interactive content (polls, Q&As, live videos).
- Engage with followers through comments and direct messages to build relationships.

1c. Integrated Performance Tracking & Reporting

How to Connect Website & Social Engagement Data:

- Use Google Analytics to track website traffic coming from social media platforms.
- Implement Facebook Pixel & Google Tag Manager to monitor conversions from social ads.

2. Sales Metrics:

- Number of new patients per month.
 - Amount of New Revenue Added in Dollars
- Customer retention rate.
 - New Revenue from Existing Customers
- Referral program success rate %
 - Revenue added from Referral Program

3. ROI Analysis:

- Monthly analysis of marketing spend vs. new customer acquisition.
- Analysis of Marketing Spend & New Revenue
- Analysis of Marketing Spend & Existing Customer Spend

Conclusion:

This strategic marketing and business growth plan provides a clear, actionable roadmap for the chiropractic clinic to enhance its digital presence, attract new patients, and optimize operational efficiency within a **6 to 12-month timeframe**. Given the business's limited financial resources but available time allocation for marketing efforts, the plan prioritizes **cost-effective strategies** such as social media engagement, community partnerships, and organic content marketing while utilizing **targeted paid advertising within a manageable budget**.

By focusing on **improving brand visibility, increasing patient acquisition, and strengthening retention strategies**, the clinic is positioned to significantly increase appointment bookings, patient loyalty, and overall revenue. The implementation timeline ensures a **gradual but measurable** execution, allowing the clinic to **track performance, make data-driven decisions, and scale efforts based on tangible results**.

Through **consistent marketing execution, tracking of key performance indicators (KPIs), and ongoing optimizations**, the chiropractic clinic will be able to **maximize its available resources while achieving sustainable business growth**. With a strong commitment to implementation and adaptability, this plan will help the clinic become a recognized leader in local chiropractic care, ensuring long-term success in a competitive healthcare market.