

Community Outreach & Marketing Planner Events – Spring -- 2008

Sample Spring Marketing Calendar

For more information, refer to your Marketing Manager Toolkit in the *Marketing Manager System_(sm)* computer program or binders, or check with your consultant.

Months	Internal Make a list of recurring internal marketing procedures and regularly review and practice.	Special Promotions (Internal/External)	Community Education Program/Themes (Internal/External)	Community Services and Other External
March (St. Pat.'s Day, 3/17)	Reactivation letter to inactive patients Usual Recurring Internal Procedures New Patient Class Newsletter	Saint Patrick's Day Party	Headaches or Backache Workshop or Awareness Week – 4th week of the month	1. Press releases 2. Community service events 3. Networking
April Earth (Day 4/22)	Usual, Recurring Internal Procedures (Review/Train) New Patient Class	Bring A Buddy - Organic Health Week or Girl's Night Out – Organic Products	Allergies Or Spring and Summer Sports Fitness Evaluation Or Golf Workshop Workshop or Awareness Week – 4th week of the month	1. Press releases 2. Community service events 3. Networking
May	Usual, Recurring Internal Procedures (Review/Train) New Patient Class Newsletter	Mother's Day Flowers & Massage Coupon	Correct Posture Month Workshop or Awareness Week – 4th week of the month	1. Press releases 2. Community service events 3. Networking 4. Teacher's Appreciation Day/Week

Tentative Plans:

<http://www.chirotoolbox.straightenupamerica.org/> Power Point for Posture Month and Kid's Week
The activities above and can be mixed and repeated as needed. Post on wall calendar