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# 65 Chiropractic Marketing Ideas

We have compiled this list of 65 Chiropractic Marketing Ideas in order to give you every idea we could think of when it comes to marketing your chiropractic services. Some of these ideas were implemented by us when we had a chiropractic office, but there are also ideas here that we never had a chance to put in place. Our hope is this article will provide you with the inspiration you need to move forward with marketing in your office.

## 1 – Chiropractic Website

Having a conversion-optimized website is the number one factor in generating new patients for your office. Check out our example sites and get started today!

## 2 – In Office Pamphlets

Office pamphlets can be a great way to teach patients about the conditions you help. Instead of putting a pile of pamphlets out for them, choose one topic.

## 3 – In Room Layout

In room layout is important. As our patients were waiting for us, we had a white board in front of them, with a new topic of the week for them to read about.

## 4 – Office Feel

Break away from a stale medical feel and move towards a cafe-like feel. The more comfortable your patients are the more motivated they will be to come back.

## 5 – Daily Ticks

Give your patients something to think about when they come to see you. An educated patient is a loyal patient.

## 6 – PAD's

Patient Appreciation Days don't have to be complicated. Make them simple, easy, and scheduled every 2 or 3 months.

## 7 – Business Massage

Business massage was probably the best external marketing program we did. There's no easier way to make contact with your local businesses.

## 8 – Water Massage

Water massage is a great incentive to give potential new patients. Almost every promotion we did in our office involved the use of this relaxing service.

## 9 – In Office Massage

Find a great massage therapist and teach them what chiropractic is all about. Massage is an easy way to introduce people to your office.

## 10 – Lead Boxes

Place lead boxes in your community. Call the leads and talk to them about what you can do to help them.

## 11 – Foot Scan Day

Orthotics can be important to a patients' well-being. Having a foot scan day is a great way to work with your current clients in an organized way.

## 12 – Kids Day

Having a kids day can be a lot of work, but if done properly it can also be a great way to reach out to the younger generation.

## 13 – Patient Dinner Talks

Bring a dozen of your best patients to dinner with their friends. This can be a great way to bring more referrals into the office.

## 14 – Outside Dinner Talks

External chiropractic dinner talks can be difficult, but they can also be the only marketing program you need.

## 15 – Lead Boxes for Dinner Talks

The most difficult part of dinner talks is generating the leads. Lead Boxes can be a great way to do this.

## 16 – Lunch and Learns

Call up your local businesses, bring them lunch, and give them something great to think about.

## 17 – Monthly Profession

The monthly profession program is something that your staff can do. It's not a huge new patient generator, but it's a way to keep your business top of mind.

## 18 – Newspaper Ads

Most newspaper ads don't work, but they can be a huge success.

## 19 – Billboards

Billboards don't make sense for most practices, but if you have a big profitable practice they might just be the thing that really takes you to the top.

## 20 – TV Advertising

If you have a specialty in your office (like weight loss) tv ads can produce results.

## 21 – Groupon

Groupon can work well, but beware of the crazy patients. I've met too many doctors that had crazy people come in and write bad reviews about them after words.

## 22 – Health Screenings

Health screenings have always been one of the best forms of chiropractic marketing. Get a thermal scanner, a projector, and a screen and you will be the star of events.

## 23 – Guerilla Marketing

Sometimes you have to hit the streets to get started. Do a Guerilla Marketing program and boost your office results.

## 24 – Chiropractic Referral Cards

Referral cards are a simple and easy way to have your staff help you with internal chiropractic marketing.

## 25 – Chiropractic Blogging

Become a prolific writer and you'll see a great boost in your website traffic. Google loves to see the additions to your site, and potential patients learn more about what you do.

## 26 – Facebook Marketing

Traditional use of Facebook isn't very promising, but using Facebook ads is a whole different story. Learn more about this and boost your new patients.

## 27 – Twitter Marketing

Again you need to have a Twitter page setup, but it's very difficult to get enough local people to follow you. It has been done, but there are probably better things to spend your time on.

## 28 – YouTube Marketing

YouTube is the one exception in the world of social media. This is a great place to show patients who you are or to post testimonial videos.

### 29 – Google+ Marketing

While Google+ is not a good place to find new patients it is the most important social media area for your chiropractic website. If you don't know much about this entity give us a call and we can help you out.

### 30 – Pinterest Marketing

I would put Pinterest in the same category as Facebook and Twitter. Important to have, but not a great place to grow.

### 31 – LinkedIn Marketing

LinkedIn can be a good place to network with local professionals.

### 32 – Facebook Ads

If you are trying to grow your likes on your Facebook Business page, Facebook ads can be a great way if done correctly. Facebook allows tight controls so that you can target your ads to any demographic .

### 33 – Pay Per Click Ads

Google Pay Per Click ads or Google Adwords ads work very well in some cities and very poorly in others. Test your area and see what kind of ROI you see.

### 34 – Google Analytics

Set your website up in Google Analytics to see how much traffic you are actually bringing in. If you see a high volume, but you don't see conversions then it's time to make some website changes.

### 35 – Google Webmaster Tools

Google Webmaster Tools allows you to track the analytics of your website as well as any problems that Google is reporting about your website. You don't want to be flying blind.

### 36 – Weekly Patient Newsletters

I'm not usually a fan of newsletters, but I recently came across someone that peaked my interest. Dr. Kennedy offers a what I feel is an outstanding newsletter service.

### 37 – Create a Marketing Calendar

Lay out all of your marketing events on a calendar that you can see. Keep adding to it until you have multiple events going on each week. This was a big key to the success we had.

### 38 – Chamber of Commerce

Joining the chamber or other local groups can be a great way to network. If you're looking to do a lot of local talks and screenings, this is a great way.

### 39 – Write a Book

Being an author gives you instant credibility. There are some great tools available today to help you through the process.

### 40 – Write an Ebook

Even easier than writing a book is writing an Ebook. You could have someone write this for you. Present yourself as an expert.

### 41 – Register with Social Websites

There are a tremendous number of social websites out there. Assign one of your staff members to the task of creating profiles for you on them.

### 42 – Collect Patient Testimonials

Testimonial videos are probably one of the best ways to bring more traffic to your website. Google loves YouTube and potential new patients love to see what others have to say about you.

### 43 – Make Instructional Videos

You can also use YouTube to make instructional videos for your patients. Give some information away for free and watch what comes back to you.

### 44 – On Site SEO

Make sure that every square inch of your website is optimized correctly.

### 45 – Off Site SEO

Work hard to build high quality links to your website.

### 46 – Custom Targeted Websites

If you have a specialty in your office such as weight loss or functional medicine, considering having a stand-alone website built for you on that topic.

### 47 – Create Email List

Create a list of emails that you can stay active with. Start with your current patients, but then branch out to new patients that visit your website.

### 48 – Use Hootsuite

Cover all your social media pages with one post at Hootsuite. This is a great time saver that your staff can use every day.

### 49 – Confirm Your Google Listings

Confirm your business listing with Google. Google My Business is a critical part of your overall listing.

### 50 – Bing Confirmation

Confirm your business listing with Bing.

### 51 – Yahoo Confirmation

Confirm your business listing with Yahoo.

### 52 – Ezine Article Posts

Write articles about chiropractic and post them at Ezine articles or on your website.

### 53 – Sponsor Local Groups

Sponsor local groups or allow meetings in your office.

### 54 – Write an Awesome Ad

Spend some time learning how to write great ads.

### 55 – Learn About Yelp

Yelp is a very powerful source of reviews, but beware of its dangers. Get a bad review here and you will find that it is almost impossible to fix.

### 56 – Do Blog Comments

Read chiropractic or health blogs and make insightful comments. If you leave a comment on my chiropractic marketing blog you're likely to get a link back from me.

### 57 – Build a Sitemap

Build a sitemap for your website so that Google can find all your pages. The easier it is for Google to crawl your website the more credit your pages can receive.

### 58 – Create an FAQ Page

Put together a good frequently asked questions page for your website. Try to answer all the questions that you are asked by patients on a regular basis about care.

### 59 – Create an Office Video

Video is one of the best ways to show potential new patients who you are. Spend the money to have a great intro office video put together for your website.

### 60 – Animoto Office Tour

Take some great office pictures and put them together on a website called Animoto. You'll have a very professional looking video at a very low cost.

### 61 – Mobile Marketing

More and more people are using mobile devices to find you. Make sure your website displays well on this medium.

### 62 – The Power of Pictures

Use interesting pictures on your website and in your social media posts. We see that clients get a much higher response rate with social media posts that have cute or interesting pictures in them.

### 63 – Guest Blogging

Guest blogging is a good way to build links to your website.

### 64 – Use Great Titles

Make sure your website has strong title tags. Title tags that cause people to take action.

### 65 – Directories

Make sure your website is listed in all the top directories. You can check out your competitors using a program like Whitespark.