

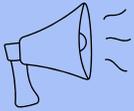
Acupuncture Happy Hour Marketing Flow



Choose a date for your event

1

Choose a date for your event. You can host it weekly, monthly or quarterly. Give yourself at least 4-6 weeks to prepare and organize.



Start with promotion

2

Download all promotional materials - Emails, CTA cards, Social Graphics, Press Release, and Clinic Flyers.

Email - edit to match your voice, add merge fields if available, add clinic information and CTA. Upload to your email provider. Send to you list.

CTA Cards - Use supplied PDF or edit with Canva template. Download and print on card stock. Send to Kinkos or Staples, or print from your printer if it is of good quality.

Social Graphics - Use supplied graphic or edit with Canva template. Download and post to Facebook, Instagram, Twitter, or add as attachment to email or text messages. Be sure to include intro text that explains what you are promoting. You can copy and paste text from the emails provided.

Press Release - Identify local organizations and news outlets that accept press releases from local businesses. Download and edit press release and send to organization and news outlet.

Clinic Flyers - Use supplied graphic or edit with Canva template. Download and print out to post / handout around the clinic. You can also post to Facebook, Instagram, Twitter, or add as attachment to email or text messages.



Prepare for event

3

Survey Form - download and print several survey forms to be used during your event.

Sign in Form - download and print sign in forms to be used during your event.

Print remaining materials (3 Analogies, Ear Chart, 20202 Guide, Healthfair Guide, 20202 Mistakes, Bonus Scripts), and review to prepare for a mindset of success.