

Clinical Catalyst

Strategic Marketing Guide

December, 2018

Week 1 – December 1st – December 2nd (2 days)

Facebook

- **Hello December! (Saturday, 12/1)**

Week 2 – December 3rd – December 9th

Facebook

- **Choosing a Cooking Oil (Wednesday, 12/5)**
 - Purchase appropriate cooking oils and display on the front counter
 - Make a handout of 'healthy oils' vs. 'unhealthy oils' along with a counter display
 - Example of bad oils: Crisco, corn oil, soy oil, canola oil
 - Example of good oils: olive oil, coconut oil, avocado oil, palm oil
- **National Brownie Day (Saturday, 12/8)**
 - Brownie recipe included in the post; consider providing as an in-office sample!

Blog

- **Protecting Your Health as You Age (Thursday, 12/6)**
 - Promotes the importance of exercise and possible consideration of adding nutritional support to address any concerns about their health
 - Promote a local dance studio; ask about senior discounts (some insurances will cover dance lessons for the over 65 patients)
 - Make a display of herbal and nutritional support aimed at this type of patient
 - HerbaVital
 - Rhodiola Ginseng
 - Senaplex
 - Organically Bound Minerals

Health Tip

- **Brain Health/Multitasking (Wednesday, 12/5)**
 - Promote herbs or supplements designed to promote cognition and focus
 - Consider ginseng and ginkgo biloba



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Week 3 – December 10th – December 16th

Facebook

- **Christmas Candles (Monday, 12/10)**
 - Talk about the importance of using unscented candles as the chemical fragrances can increase toxic burden
 - Begin planting seeds for 21-Day Purification in January
 - Bring in a warming plate with a pan of cloves, cinnamon and orange slices in water
- **Recipe: Coconut Milk Eggnog (Wednesday, 12/12)**
 - This is a delicious recipe!
 - Make it a holiday party day with some Paleo-friendly snacks and Coconut Milk Eggnog!
- **Blog Promo: Healthy Aging (Thursday, 12/13)**
 - This is promoting your blog post from the previous week to all your FB fans!
- **Cooking with Chestnuts (Friday, 12/14)**
 - This is National Roast Chestnuts Day
 - Consider displaying unshelled and ready to eat chestnuts
 - Post discusses how to choose and cook chestnuts

Health Tip

- **Gymnema Taste Test (Wednesday, 12/12)**
 - Have tablets of Gymnema on your front counter along with Hershey's kisses
 - Patients can't have the chocolate until they hold the Gymnema tablet for 1-2 minutes on their tongue 😊
 - Warning: don't do this test if it's close to lunch or dinner – they won't be able to taste their food!



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Week 4 – December 17th – December 23rd

Facebook

- **National Bake Cookies Day (Tuesday, 12/18)**
 - Of course, a recipe for Paleo Chocolate Chip Cookies!
 - If possible, bake fresh in a toaster oven in your office – the whole town will be talking about you!
- **First day of Winter (Friday, 12/21)**
- **Recipe: Paleo Pumpkin Bites (Sunday, 12/23)**
 - Make ahead of time and have as in-office samples

Blog

- **Butter and Your Brain (Thursday, 12/20)**
 - Discuss importance of saturated fat for brain health
 - Grass-fed butter, coconut oil, uncured bacon, etc.
 - Promote brain health supplements along with dietary fat

Health Tip

- **Digestive Bitters (Wednesday, 12/19)**
 - Discuss importance of bitters for improving digestive distress during the holiday season
 - Display liquid bitters (purchased) including Swedish bitters, Angostura, etc...; provide samples in water
 - Provide samples of Digest Forte



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Week 5 – December 24th – December 30th

Facebook

- **Merry Christmas! (Tuesday, 12/25)**
- **Blog Promo: Butter and Your Brain (Wednesday, 12/26)**
 - This is promoting your blog post from the previous week to all your FB fans!
- **Staycation (Friday, 12/28)**
 - Post discusses staying home for a few extra days to enjoy the last of the holiday season!

Health Tip

- **No Health Tip this week**



Week 6 – December 31st (1 day)

Facebook

- **Happy New Year's Eve! (Monday, 12/31)**

