

# Clinical Catalyst Strategic Marketing Guide November, 2018

## ***Alzheimer's Awareness Month*** ***Diabetes Awareness Month***

### **Week 1 – November 1<sup>st</sup> – November 4<sup>th</sup> (4 days)**

#### *Facebook*

- **An Apple a Day (Friday, 11/2)**
  - Give away organic apples
  - Can combine with grass-fed cheese for a complimentary snack while they're waiting!
    - Organic Valley Grass-Fed Sharp Cheddar Cheese

#### *Blog*

- **MCT Oil: Beneficial or Not? (Thursday, 11/1)**
  - Stress the number of benefits
    - Gut health, antioxidant, weight management, hormone balance, digestive issues and mood improvement
  - Purchase several bottles and have them on display so patients will recognize the bottle when shopping



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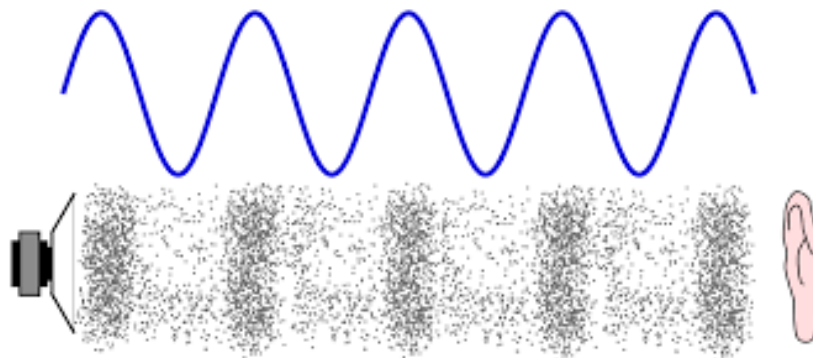
## Week 2 – November 5<sup>th</sup> – November 11<sup>th</sup>

### *Facebook*

- **Hello Monday! (Monday, 11/5)**
- **Snack of the Day: Parmesan Zucchini Rounds (Wednesday, 11/7)**
  - Super delicious!
- **Blog Promo: MCT Oil (Thursday, 11/8)**
  - This is promoting your blog post from the previous week to all your FB fans!
- **Importance of Afternoon Snack (Friday, 11/9)**
  - Emphasize the importance of stable blood sugar
  - Have samples of Veg-E Complete chocolate and vanilla

### *Health Tip*

- **Effects of Sound on the Body (Wednesday, 11/7)**
  - Cells vibrate and respond to sound
  - Importance of surrounding yourself with positive sounds



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## Week 3 – November 12<sup>th</sup> – November 18<sup>th</sup>

### *Facebook*

- **World Kindness Day (Tuesday, 11/13)**
- **Recipe: Maple Cranberry Sauce (Wednesday, 11/14)**
  - Make this ahead of time and have samples available all day
  - Do a FB live showing how to make it (have staff do it)
- **Picking and Cooking Pumpkins (Friday, 11/16)**
  - Have a nice display of pumpkins on your front desk!
- **National Take a Hike Day (Saturday, 11/17)**
  - Simple post that talks about getting outdoors for some great exercise!

### *Blog*

- **Maximizing Your Minerals (Thursday, 10/15)**
  - Promoting Organically Bound Minerals and Trace Minerals B<sup>12</sup>

### *Health Tip*

- **Cranberry Sauce (Wednesday, 11/14)**
  - Make ahead and sample
  - Have fresh cranberries in a bowl on the desk
  - Showcase Cranberry Complex with brochure outlining its benefits



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## Week 4 – November 19<sup>th</sup> – November 25<sup>th</sup>

### *Facebook*

- **Recipe: Cauliflower Mash (Tuesday, 11/20)**
  - Substitute for mashed potatoes at Thanksgiving
- **Blog Promo: Minerals (Wednesday, 11/21)**
  - This is promoting your blog post from the previous week to all your FB fans!
- **Happy Thanksgiving! (Thursday, 11/22)**
- **National Eat a Cranberry Day (Friday, 11/23)**
  - Put out a bowl of cranberries and challenge your patients to try one!

### *Health Tip*

- **Cultivating Gratitude (Wednesday, 11/21)**
  - A good reminder on the day before Thanksgiving!



# Clinical Catalyst

## Strategic Marketing Guide

### November, 2018

#### **Week 5 – November 26<sup>th</sup> – November 30<sup>th</sup> (5 days)**

##### *Facebook*

- **Stabilizing Your Blood Sugar (Tuesday, 11/27)**
  - Examples of protein, fat and fiber to help stabilize blood sugar
  - Promote SP protein bars or another non-soy alternative

##### *Health Tip*

- **Holiday Stress and Anxiety (Wednesday, 11/28)**
  - The importance of listening more than you speak
  - Discuss dealing with holiday stress
  - Great opportunity to promote nutritional supplements
    - Kava Forte
    - Withania Complex
    - Nevaton Forte

