

# Clinical Catalyst Strategic Marketing Guide October, 2018

## **Breast ~~Cancer~~ Health Awareness Month Cookie Month**

### **Week 1 – October 1<sup>st</sup> – October 7<sup>th</sup>**

#### *Facebook*

- **Hello October! (Monday, 10/1)**
- **Thermography (Wednesday, 10/3)**
  - This is the first breast health post for the month
  - Marketing can easily be targeted to all things related to breast health
  - Contact local thermography clinic for cross-referrals; ask for brochures
- **Flourless Pumpkin Cookies (Friday, 10/5)**
  - If you or your staff are handy at baking, you might want to bring a batch of cookies in on Friday!
- **Breast Tissue and Iodine (Saturday, 10/6)**
  - Promote iodine all month long as part of breast health
  - You could also include Cataplex D and Mammary PMG for a well-rounded breast health package

#### *Blog*

- **Breast Cancer Protection (Thursday, 10/4)**
  - Discusses risks of xenogenous hormone exposure and environmental toxins
  - Liver support would be something to maximize during the month of October
  - Iodine, Cataplex D and Mammary PMG would be great as a package; consider offering a small discount (xx% off)

#### *Health Tip*

- **Dancing as Exercise (Wednesday, 10/3)**
  - Connect with a local dance studio for discounted lessons
  - Invite a dance instructor to your office for a dance night
  - Play country music (if that's your jam...) and have you and/or your staff break out into a line dance once in a while
  - Have fun with this one!



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## Week 2 – October 8<sup>th</sup> – October 14<sup>th</sup>

### *Facebook*

- **World Egg Day (Tuesday, 10/9)**
  - Find some creative ways to eat eggs
  - Design and print a small card showing the health benefits of eggs
- **Blog promo: Breast Cancer Protection (Thursday, 10/11)**
  - This is promoting your blog post from the previous week to all your FB fans!
- **Recipe: Chocolate Avocado Pudding (Sunday, 10/14)**
  - Make this delicious pudding and have it available for your patients on Monday morning!

### *Health Tip*

- **Morning Routine (Wednesday, 10/10)**
  - Discusses three important aspects of the morning
    - Healthy breakfast
    - Some sort of exercise
    - Meditation
  - Talk about how to incorporate an exercise routine in less than 10 minutes
  - Post includes a recipe for Morning Breakfast Parfait



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## Week 3 – October 15<sup>th</sup> – October 21<sup>st</sup>

### *Facebook*

- **Monday Motivation (Monday, 10/15)**
- **Recipe: Gummy Orange Slices (Wednesday, 10/17)**
  - These are quite delicious and easy to make
  - If you have young moms or a pediatric practice, these are always a hit
- **Vitamin D and Breast Health (Friday, 10/19)**
  - Part of month-long breast health awareness campaign
  - Promote Cataplex D or Cod Liver Oil for optimizing breast health
- **Recipe: Paleo Snickerdoodles (Saturday, 10/20)**
  - Make recipe cards and hand them out on Monday
    - “Did you see this amazing recipe on our Facebook page over the weekend? Here’s the recipe!”

### *Blog*

- **Start with A Morning Plan (Thursday, 10/18)**
  - Ask your patients what their favorite part of their morning routine is
  - Segue into the importance of gentle exercise
  - Discuss meal prep time or having smoothies
  - Sample Veg-E Complete as part of a healthy morning routine

### *Health Tip*

- **Immune Support (Wednesday, 10/17)**
  - Great opportunity to promote product sales
    - Echinacea
    - Congaplex
  - Discuss the importance of being prepared rather than waiting until an illness is full-blown



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## Week 4 – October 22<sup>nd</sup> – October 28<sup>th</sup>

### *Facebook*

- **Recipe: National Nut Day (Monday, 10/22)**
  - Delicious recipe of sweet and spicy nuts
  - Make and share with your patients all week!
- **Blog Promo: Morning Plan (Wednesday, 10/24)**
  - This is promoting your blog post from the previous week to all your FB fans!
- **Cooking Butternut Squash (Friday, 10/26)**
  - Find a fun butternut squash cookie recipe and share with your patients
  - (sounds odd but they are actually pretty good!)

### *Health Tip*

- **National Cookie Month (Wednesday, 10/24)**
  - This one is always a home-run!
  - Paleo-friendly Chocolate Chip Cookie Recipe
  - You've GOT to make these and share!



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## Week 5 – October 29<sup>th</sup> – October 31<sup>st</sup> (3 days)

### *Facebook*

- **Hormones and Breast Health (Monday, 10/29)**
  - Find a local source for grass-fed beef or organic, free-range chicken
  - Make a display on the front counter of glass storage containers vs. plastic
  - Promote liver detoxification products including LivCo, Rhodiola and Schisandra, or Livaplex
- **Happy Halloween!**
  - Dress up for the day
  - Have healthy ‘candy’ for the kids (we love ‘SunDrops’)
  - Look for dehydrated cane juice as an acceptable sweetener

### *Health Tip*

- **Sugar Addiction (Wednesday, 10/31)**
  - Great opportunity to promote product sales
    - Metabol Complex
    - Gymnema
      - Have the Gymnema taste test with Hershey’s kisses set up on your front counter

