

37 Marketing Ideas for Acupuncturists

PRINT ME!



- Visit 3 business near your clinic and introduce yourself. Trade business cards.
- Write a blog post about your specialty for your website. (Read more on the importance of blogging for SEO [here](#).)
- Promote your blog post on all your social media channels.
- Start sending letters to the primary care physicians of all of your new patients.
- Give a free educational talk at a library, fitness center or spa about acupuncture and how it can help a specific condition.
- Use a social media scheduling app like [Hootsuite](#) or Later to schedule your social media posts in advance.
- Reach out to other local business owners whose services are complementary to yours and ask how you can work together.
- Write a monthly newsletter to your email subscribers. If you need an email newsletter provider, I like [ConvertKit](#).
- Sign up for the annual local small business fair.
- Pick three enthusiastic patients and ask them to refer friends/family to you.
- Identify local influencers on Instagram/other social media and reach out.
- Create a "freebie" (aka, PDF lead magnet) that would interest your target audience so visitors to your website give you their email.
- Run a [Facebook or Instagram ad](#) promoting your lead magnet (above) to get even more email subscribers on your list.
- Start using video on Facebook.
- Collect patient testimonials as soon as patients come out of the treatment room, and regularly add them to your website and social media.
- Set up a sandwich board sign outside your office when you're open.
- If you know any teachers locally, ask if you can be a part of their employee wellness day.

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- Host a Wellness Night in your office.
- Announce "Patient Appreciation Week" in your office.
- Hang fliers around town with your information on them. Include pull-tabs with your website/phone number.
- Volunteer in your community. Or do anything to participate in your community regularly and "be seen."
- Host an Open House or fundraiser and invite the Mayor or other important local figure.
- Write a wellness column for the local newspaper.
- Ask a local business owner friend if you can be featured in their monthly email newsletter.
- Create your own Meetup group for wellness enthusiasts and meet monthly in your office.
- Co-host a "Yogapuncture" session or series of sessions.
- Attend a local networking meeting; bring a friend if this feels scary.
- If you do cosmetic acupuncture, create a binder or brochure of before and after photos and educational info and bring it to local bridal shops. Ask to leave it in their lounge/reception area as advertising.
- Reactivate old patients. Call, email or text to ask how they're doing and if they'd like to continue their treatment.
- Send birthday postcards to patients with a special offer (free liniment or cupping massage?) or a discount if you're comfortable with that.
- Sponsor the local little league or other sports team.
- Teach a class (free or low-cost, up to you) at the local library or fitness center, such as tai chi, qi gong, at-home acupressure or tui na, etc.

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