365+ DAY PATIENT-FLOW SYSTEM

# THE WHOLE JOURNEY.

## Every piece with a purpose.

POWER SURGE MARKETING

**THE R.O.I. METHOD FOR CHIROPRACTORS**

Make the value of your care unmistakable.

Relevancy → messages that matter. Omnipresence → familiar encounters. Intimacy → real people + helpful conversations.

## ATTRACT

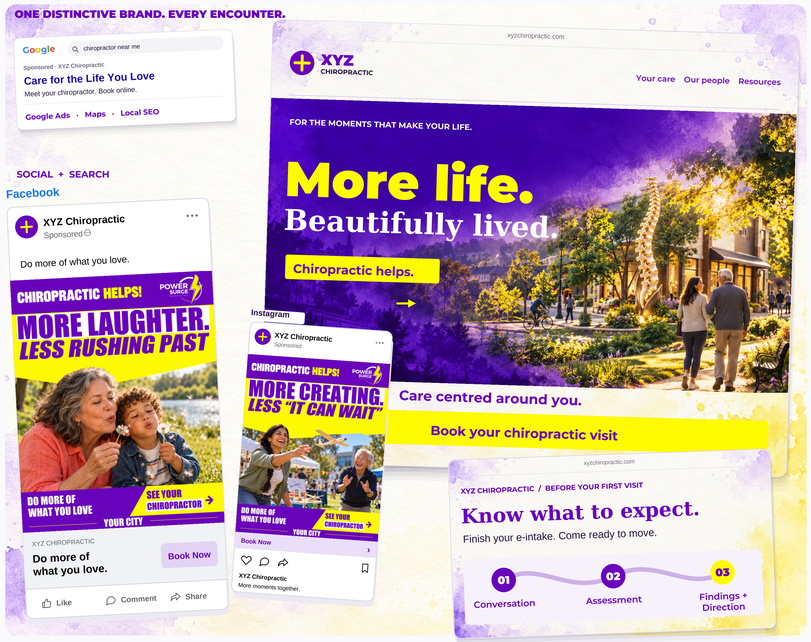
Spark curiosity. Build understanding.

### 01 Earn attention

"That's the life I want."

### 02 Build trust

"Could this practice help me?"




**CAMPAIGNS + CREATIVE**

Best Life creative, Meta and Google campaigns, social content and local visibility. We make your practice worth noticing.

**BRAND + WEBSITE + RESOURCES**

Distinctive branding. A custom website with care, team and first-visit pages. A useful SEO/AEO resource centre. Built around your practice.

## CONVERT

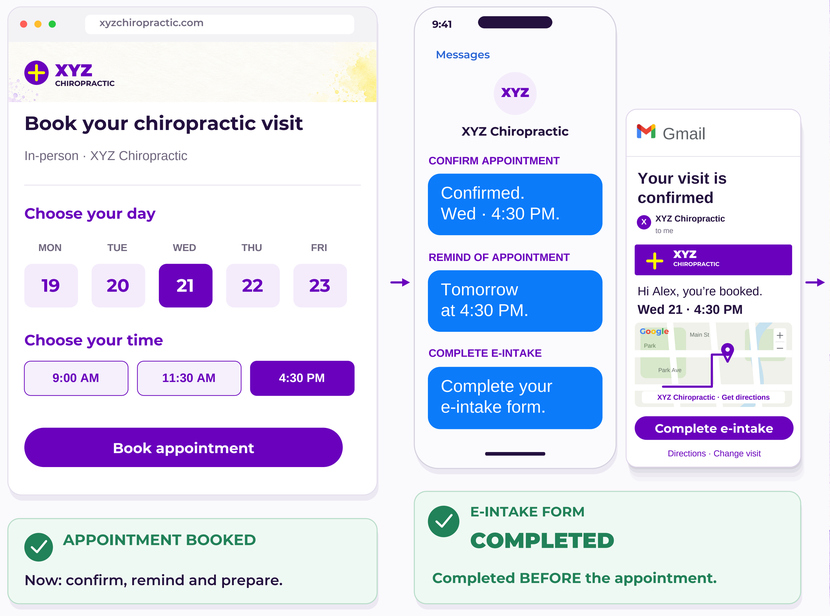
Turn interest into a prepared visit.

### 03 Make booking easy

"I'm ready to take the next step."

### 04 Arrive prepared

"I know what happens next."




**RESPONSE + SCHEDULING**

We connect online booking, AI text + voice agents and missed-call follow-up so interest has a way forward.

**CONFIRMATION + E-INTAKE**

We automate confirmations, reminders and pre-visit e-intake, with a simple route to reschedule.

## NURTURE

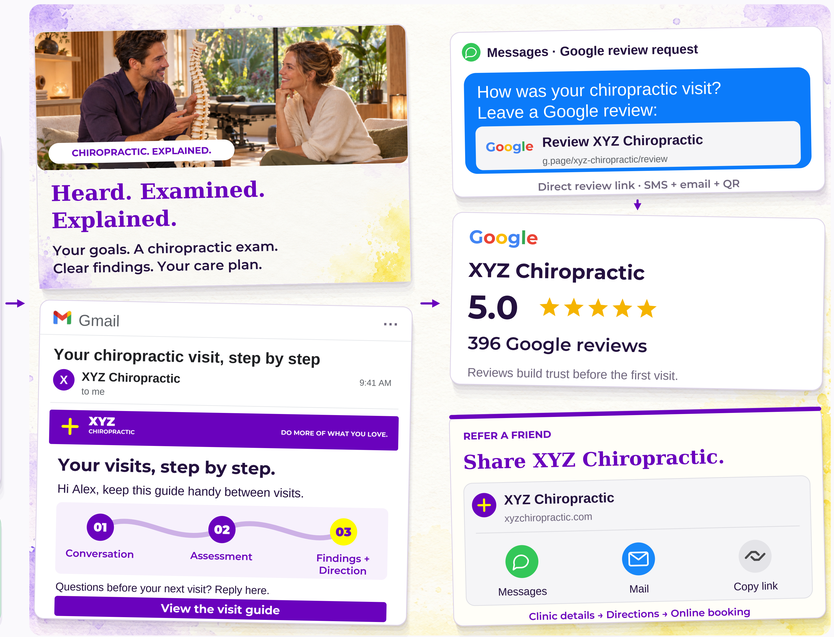
Support care. Grow the relationship.

### 05 STARTS → STAYS

"I understand my care."

### 06 Make sharing easy.

"I can recommend this clinic."




**CARE + FOLLOW-THROUGH**

We keep education, questions and follow-up connected to care, and help interrupted visits get back on track.

**REVIEWS + REFERRALS**

We automate review requests, make it easy to recommend your clinic and track referrals.

ATTENTION → TRUST → BOOK → SHOW → START + STAY → REFER + RETURN

ASK → CAPTURE → SHOWCASE → BUILD THE NEXT PERSON'S TRUST

BUILT + RUN BY POWERSURGE

POWERPANEL

**ONE CONNECTED SYSTEM**

Set up + run by PowerSURGE

**YOUR CONNECTED PATIENT-FLOW TEAM**

**Brock Booker first. Finn Followup only if not booked.**

Carl Concierge: intake + confirmation after booking.

Parker: notes, logs + clinic / doctor handoff throughout.

**CONTINUITY + IMPROVEMENT**

**Reese: appropriate future-appointment reactivation.**

Review bookings, attendance and team feedback.

Roles illustrated; scope, consent and handoffs configured per clinic.

## Start where it fits.

### Start with the right connection.

**Campaigns + website + PowerPANEL + follow-through.**

Define the work, responsibilities and investment around your practice.

**Talk with our team about your next step.**

YOUR COMPLIMENTARY CAMPAIGN

## The Defibrillator Starter Kit

**Built for your clinic. A coordinated campaign with a clear next step.**

**10 campaign images**
Practice-branded creative that earns attention.

**2 SEO posts**
Useful answers that build understanding.

**1 landing page**
A matching destination for the campaign.

**3 follow-up emails**
Keep the invitation and message connected.

**Request your free kit with your practice details. No call or purchase required.**

**Let's Talk About My Practice →**

**Let's connect your next step.**

powersurgemarketing.ca/growth-call

Clinic screens, records and review count are illustrative. Original PowerSURGE creative + identity.