

FALL MARKETING CHEAT SHEET FOR PTS

Need new patients NOW? Want to fill your schedules before holiday cancellations come to bite you? Here are 3 brilliant fall marketing ideas that will FILL your PTs' schedule gaps!

1

Market EOY Deductibles

By now, many patients will have met their insurance deductible—which means PT could be TOTALLY covered by insurance!

Remind your current and past patients to come in for (free) care with...

- A simple **email** or **letter**
- A **postcard** will catch a patient's attention! Check out our 2025 EOY Deductible Postcard Designs here.
- A **social media post** warning your patients not to miss out!

Hype the benefits of feeling better and ending the year healthy and ready for a new year!

2

Train Your Front Desk Now

Think this isn't marketing? Think again.

Holidays are coming, which means LOTS of cancellations.

Train your front desk NOW on how to handle objections and get your patients coming in for care.

We recommend Dee Bills with Front Office Guru.

Listen to her hottest tips on our Practice Marketing Podcast episode: "Prevent Holiday Cancellations!"

3

Connect Fall Activities To PT

Be seasonal! Here are just a few ideas:

- Fall sports are happening! Connect with local gyms & coaches to market to student athletes and give them injury prevention tips
- Send an email newsletter to local seniors about FALL prevention tips
- Post on social media when your team sponsors or attends local races...or even to the pumpkin patch!
- Run Google Ads for pre and post-surgical patients: a lot of them might schedule for the end of year, when they've met their deductible

Remember: hype the benefits of feeling better and ending the year healthy and ready for a new year!

Better marketing builds better clinics. Claim your FREE 2026 Physical Therapy Marketing Ideas Kit today at **PracticePromotions.Net/Kit!**