



Marketing toolkit

# BLACK FRIDAY CYBER MONDAY SALE

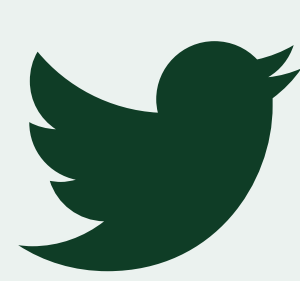
Thank you for being a part of the Black Friday Cyber Monday Sale!  
The marketing toolkit is here to help you promote the sale to your patients.

Messages for Facebook, Twitter, Instagram, and email can be found below. Graphics are included separately in a ZIP file in the 'Graphics' folder. Lastly, be sure to check out the 'Shareable protocols' section. You'll learn how to quickly give more of your patients instant, 24/7 access to protocols so they can self-serve — and how to make certain protocols public so you can acquire new patients.

**Remember:** When mentioning Fullscript in any social media posts, please tag us so we can engage with your posts!



@Fullscript



@FullscriptHQ



@Fullscript



@Fullscript

We've also put together a **guide** with other tips and tricks for making your patient promotion successful!

**We recommend waiting until November 18 to promote the sale to align with Fullscript patient communications.**

## Fullscript marketing timeline

Here are the marketing emails that Fullscript will leverage to maximize patient engagement:

### Emails

- Nov. 24 (AM):** Sneak peek
- Nov. 25 (AM):** Promo is live
- Nov. 27 (AM):** 48 hours left
- Nov. 28 (AM):** 24 hours left
- Nov. 29 (AM):** Last day
- Nov. 29 (PM):** Last chance

**Note:** Patients who order products during the sale are automatically removed from further promo emails for the duration of the patient promo.



November 18 – 24

## Promotional messaging (new patients)

To use before the promo to target new patients

Here are ready-made promotional messages to copy and paste into your social posts and emails to get patients signed up in time for the sale! Make sure to attach the corresponding social media and/or email graphic from the ZIP file found in the 'Graphics' folder.

**Tip:** If many of your patients are not currently on Fullscript, we recommend using this set of messaging in the lead up to the sale. If most of your patients already have a Fullscript account, the messaging on the next page might be more appropriate. Or, you can do a mixture to target both groups of patients.

### Facebook

(copy text below)

Supplement savings are coming to my dispensary from November 25 – 29 only! Invest in your wellness goals and save on your favorite products. Create your free @Fullscript account today: [ADD DISPENSARY LINK HERE]

### Instagram

(copy text below)

Supplement savings are coming to my dispensary November 25 – 29! To help you invest in your wellness goals, I'll be offering a discount on all products in my @Fullscript dispensary. Make sure you can enjoy the sale by creating a free Fullscript account today:  
[ADD DISPENSARY LINK TO IG LINK IN BIO EXTENSION IF APPLICABLE]

#Fullscript #Vitamins #Supplements

### Twitter

(copy text below)

Supplement savings are coming to my dispensary! From November 25 – 29, I'll be offering savings on all products in my @FullscriptHQ dispensary! Create a free Fullscript account today: [ADD DISPENSARY LINK HERE]

#Fullscript #Vitamins #Supplements

### Email

(copy text below)

#### Subject line:

There's a supplement sale (Nov. 25 – 29) on Fullscript!

#### Preview text:

Save on your favorite wellness products.

#### Email body:

Hi [INSERT PATIENT NAME],

Next week, I'm offering savings on all supplements in my Fullscript dispensary! Create your free Fullscript account in time to shop the sale, happening November 25 – 29. Sign up now [ADD DISPENSARY LINK HERE]

Fullscript is a personalized, intuitive way to access the highest quality supplements — from anywhere. My recommendations get sent to your device, and supplements get shipped right to your door.

Plus, it's completely free! It's that simple. Save on supplements now!

Click here to begin: [ADD DISPENSARY LINK HERE]



### Have questions?

Get in touch with the [Fullscript Customer Success Team](#)



**November 18 – 24**

## Promotional messaging (existing patients)

To use before the promo to target existing patients

Here are some ready-made promotional messages to copy and paste into your social posts and emails to get patients ready to shop the sale! Make sure to attach the corresponding social media and/or email graphic from the ZIP file found in the 'Graphics' folder.

**Tip:** If many of your patients are currently on Fullscript, we recommend using this set of messaging in the lead up to the sale.

### Facebook

(copy text below)

Supplement savings are coming to my Fullscript dispensary! From November 25 – 29 only, invest in your wellness goals with savings on supplements and wellness products. Explore products from @Fullscript today: [ADD DISPENSARY LINK HERE]

### Instagram

(copy text below)

I want to help you invest in your wellness goals with savings on supplements and wellness products! From November 25 – 29 only, I'll be offering a discount on everything in my @Fullscript dispensary. Log in to your @Fullscript account and start browsing today: [ADD DISPENSARY LINK TO IG LINK IN BIO EXTENSION IF APPLICABLE]

#Fullscript #Vitamins #Supplements

### Twitter

(copy text below)

Invest in your wellness goals with savings on supplements and wellness products. From November 25 – 29 only, I'll be offering savings on everything in my @FullscriptHQ dispensary! Log in to your Fullscript account and start exploring today: [ADD DISPENSARY LINK HERE]

#Fullscript #Vitamins #Supplements

### Email

(copy text below)

#### Subject line:

There's a sale (Nov. 25 – 29) on Fullscript!

#### Preview text:

Save on your favorite wellness products.

#### Email body:

Hi [INSERT PATIENT NAME],

Investing in your goals is easier when you can save on wellness products! From November 25 – 29, I'm offering savings on all supplements during the Black Friday Cyber Monday Sale.

Log in to your Fullscript account now and browse the products you may want to stock up on: [ADD DISPENSARY LINK HERE]



### Have questions?

Get in touch with the [Fullscript Customer Success Team](#)



November 25 – 29

## Promotional messaging (existing patients)

To use during the promo

Here are ready-made promotional messages you can copy and paste into your social posts to encourage patients to order during the sale! Make sure to attach the corresponding social media graphic from the ZIP file found in the 'Graphics' folder.

### Facebook

(copy text below)

Prioritizing your health is easier when you can save on supplements! The Black Friday Cyber Monday Sale is on now until November 29 only! [ADD DISPENSARY LINK HERE]

### Instagram

(copy text below)

Prioritizing your health is easier when you can save on supplements! The Black Friday Cyber Monday Sale is on now until November 29 only!

### Twitter

(copy text below)

Save on supplements for the next five days (Nov. 25 – 29) during the Black Friday Cyber Monday Sale! [ADD DISPENSARY LINK HERE]

### Tip:

**Open catalog setting** — Have you given patients access to the full product catalog? If so, you can let them know about all of the trusted wellness products that will be on sale, including:

- Skin support
- Soaps and cleansers
- Women's care products
- Sports supplements
- Oral care
- Healthy snacks

These high-quality, non-toxic personal care products can help support a patient's overall commitment to a healthy lifestyle. Help your patients reach their wellness goals!

## Shareable protocols

More patients have signed up and the sale is fast-approaching, now what?

Use shareable protocols to make it easier for patients to shop and save during the promo.

In less than three clicks, you can increase engagement and boost orders by providing open, 24/7 access to protocols. Create a general health protocol and make it instantly available to ALL patients. Or, batch-send a protocol to select patients. You can also copy a shareable protocol link and share it publicly to help further promote your practice and the savings during the sale!

Take a deep dive and learn all there is to know about shareable protocols in our [in-depth blog article](#).