Fullscript

Marketing Toolkit: Cyber Monday Sale

Thanks for opting in to the Cyber Monday Patient Promotion! 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!

Facebook (@Fullscript) | **Twitter (@FullscriptHQ)** | **Instagram (@Fullscript)**

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

Fullscript marketing timeline

Here are the marketing activities that Fullscript will promote to maximize patient engagement:

Email

Nov. 24: patient sneak peek
Nov. 29 (A.M.): patient announcement
Nov. 29 (P.M.): patient announcement reminder
Nov. 30 (A.M.): patient reminder
Nov. 30 (P.M.): patient reminder
Dec. 1 (A.M.): patient "last day to shop"
Dec. 1 (P.M.): patient "last chance"

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

Paid ads

Nov 24: sneak peek ads
Nov 29 - Dec 1: promotional ads

We recommend advertising the sale to your patients as a three-day promotion. The promo runs from Nov. 29 12:01 a.m. PT until Dec. 1, 11:59 p.m. PT.

Important: You **cannot advertise your discount amount,** as per our Acceptable Use Policy.

Promotional messaging

NEW PATIENTS

To use before the promotion to target **new** patients

Nov 24th – 28th

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 for Cyber Monday — Nov. 29 - Dec. 1 only! Investing in your wellness goals is easier when you can save on your favorite supplements. Create your free @Fullscript account today: [ADD DISPENSARY LINK HERE]

Instagram
(copy text below)

Supplement savings are coming to my dispensary for Cyber Monday — Nov. 29 - Dec. 1 only! To help you invest in your wellness goals, I'll be offering a discount on all supplements in my @Fullscript dispensary. Save on your favorite products by creating a free Fullscript account today:
[ADD DISPENSARY LINK HERE]

#Fullscript #Vitamins #Supplements

Twitter
(copy text below)

Supplement savings are coming to my dispensary for Cyber Monday. From Nov. 29 to Dec. 1 only, I'll be offering savings on all supplements in my @FullscriptHQ dispensary! Create a free Fullscript account today: [ADD DISPENSARY LINK HERE]

#Fullscript #Vitamins #Supplements

Email
(copy text below)

Subject line:
Save big on Cyber Monday

Preview text:
I'm running a supplement sale from Nov. 29 — Dec. 1 on Fullscript!

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 between Nov. 29 - Dec. 1 by clicking this link: [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 a question? Get in touch with the Fullscript Customer Success team.

Promotional messaging

EXISTING PATIENTS

To use before promotion to target **existing** patients

Nov 24th – 28th

Here are 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 on Cyber Monday! From Nov. 29 to Dec. 1 only, invest in your wellness goals with savings on supplements. 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! From Nov. 29 to Dec.1 only, I'll be offering a discount on all supplements in my @Fullscript dispensary. Log in to your @Fullscript account and start browsing today: [ADD DISPENSARY LINK HERE]

#Fullscript #Vitamins #Supplements

Twitter
(copy text below)

Reinvest in your wellness goals this coming Cyber Monday with savings on supplements. From Nov. 29 to Dec. 1 only, I'll be offering savings on all products 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:
Save big on Cyber Monday

Preview text:
I'm running a supplement sale from Nov. 29 — Dec. 1 on Fullscript!

Hi [INSERT PATIENT NAME]

Investing in your health goals gets easier when you can save on wellness products! From Nov. 29 - Dec. 1, I'm offering savings on all supplements during the 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]

Get an end-of-year boost by saving on the highest quality supplements and wellness products during Cyber Monday.

Save on supplements now!

Click here to begin: [ADD DISPENSARY LINK HERE]

Have a question? Get in touch with the Fullscript Customer Success team.

Promotional messaging

To use during promotion

DURING PROMO

Nov 29th – Dec 1st

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 Cyber Monday Sale is on now until Dec. 1 only! [ADD DISPENSARY LINK HERE]

Instagram
(copy text below)

Prioritizing your health is easier when you can save on supplements! The Cyber Monday Sale is on now until Dec. 1 only!

Twitter
(copy text below)

Save on supplements for the next three days during the Cyber Monday Sale — until Dec. 1 only! [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 — **NEW!**
- Soaps & cleansers — **NEW!**
- Seasonal allergy remedies
- Women's care products
- Sports supplements
- Oral care — **NEW!**
- Healthy snacks

These high-quality, non-toxic personal care products can help support a patient's overall commitment to a healthy lifestyle. They also make great stocking stuffers!

Shareable protocols

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

Use Shareable Protocols to quickly empower more patients to self-serve during the promotion.

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 more specific protocol to multiple, select patients. You can also copy a Shareable Wellness Protocol link and share it publicly to attract new patients with savings on supplements.

Four-minute tutorial

Watch this easy-to-digest video on using shareable protocols →

In-depth blog article

Take a deep dive and learn all there is to know about shareable protocols →