

Marketing Toolkit

Summer Supplement Sale

Thanks for opting in to the Summer Supplement Sale patient promotion! We've created this package to help you promote the sale to your patients.

Messages for Facebook, Twitter, Instagram, and email can be found below. Sale 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 give your patients 24/7 access to your protocols and make your protocols public to 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 \(@Fullscript\)](#)

Fullscript marketing timeline

Here are the marketing activities we'll take care of to maximize patient engagement:

Email

June 17th: sneak peek

June 22nd (morning): announcement email

June 22nd (evening): reminder email

June 23rd (morning): "last day" email

June 23rd (evening): "last chance" email

We recommend advertising the sale as a two-day promotion. The promo runs from June 22nd, 12:00 a.m. PDT, and runs until June 23rd, 11:59 p.m. PDT.

Important: You **cannot advertise your discount amount**, as per our [Acceptable Use Policy](#).

Paid ads

June 18th: sneak peek

June 22nd-23rd: promotional ads



Promotional messaging

NEW PATIENTS

To use before the promotion to target new patients

► June 18th – 21st

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.

Facebook

(copy text below)

Supplement savings are coming to my dispensary on June 22nd and 23rd only! Kick off your summer self-care routine and save on your favorite supplements by creating your free @Fullscript account today: [ADD DISPENSARY LINK HERE]

Instagram

(copy text below)

Hey there! I want to help you kick off your summer of self-care with savings on health and wellness. From June 22nd – June 23rd, I'll be offering a discount on all supplements in my @Fullscript dispensary. Revitalize your self-care routine this summer by creating a free Fullscript account today: [ADD DISPENSARY LINK HERE]

#Fullscript #Vitamins #Supplements

Twitter

(copy text below)

Revitalize your self-care routine with savings on health & wellness! From June 22nd – 23rd 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:

Get your summertime supplements for less

Preview text:

Save on all products during the Summer Supplement Sale – June 22nd – 23rd

Main copy:

Hi [INSERT PATIENT NAME]

Next week, I'm offering savings on all supplements in my Fullscript dispensary! Create your free Fullscript account in time for June 22nd by clicking this link: [ADD DISPENSARY LINK HERE]

Fullscript is a personalized, intuitive way to access the highest-quality supplements to meet your wellness goals – from anywhere. My recommendations get sent to your device, and supplements get shipped right to your front door.

Plus, it's completely free! **It's that simple.**

Save on supplements now

Click here to begin: [ADD DISPENSARY LINK HERE]

Need help getting started? Get in touch with the [Fullscript Customer Success team](#).

Promotional messaging

To use before promotion to target existing patients

EXISTING PATIENTS

► June 18th – 21st

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.

Facebook

(copy text below)

Supplement savings are coming to my dispensary on June 22nd and 23rd only! Kick off your summer self-care routine and explore products from @Fullscript today: [ADD DISPENSARY LINK HERE]

Instagram

(copy text below)

Hey there! I want to help you kick off your summer of self-care with savings on health and wellness. From June 22nd – June 23rd, 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)

Revitalize your self-care routine with savings on health & wellness! From June 22nd – 23rd I'll be offering savings on all supplements 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:

It's time for a little self-care

Preview text:

Save during the Summer Supplement Sale.

Main copy:

Kick off summer 2021 the right way and save on your favorite supplements! From June 22nd – 23rd, I'm offering savings on supplements during the Summer Supplement Sale.

Log in to your Fullscript account now and get your cart ready for June 22nd: [ADD DISPENSARY LINK HERE]

Put your health first, show yourself some love, and revitalize your self-care routine with the help of Fullscript.

Save on supplements now!

Click here to begin: [ADD DISPENSARY LINK HERE]

Need help getting started? Get in touch with the [Fullscript Customer Success team](#).



Promotional messaging

To use during promotion

DURING PROMO

► June 22nd – 23rd

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)

Save on your favorite supplements and kick off your summer of self-care! The Summer Supplement Sale is on now for two days 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 the other wellness products that will be on sale, including:

- Sports supplements
- Sun protection
- Electrolytes
- Personal care products
- Seasonal allergy remedies
- Healthy snacks

Instagram

(copy text below)

Save on your favorite supplements and kick off your summer of self-care with the Summer Supplement Sale, on now for two days only: [ADD DISPENSARY LINK HERE]

Twitter

(copy text below)

Save on supplements for the next two days during the Summer Supplement Sale — today and tomorrow only! [ADD DISPENSARY LINK HERE]

Shareable protocols

So more patients have signed up and the sale is underway. Now what?

Use shareable protocols to empower all patients to self-serve during the promotion.

In less than three clicks, you can increase engagement with existing patients by providing open, 24/7 access to your most popular protocols. Make a protocol visible to ALL patients, or batch-send a protocol to multiple, select patients. You can also copy a 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 →](#)