



## IACBE Pitch Competition Questionnaire

### “Innovation and Industry Relevance in Today’s Business Education”

#### Contact information

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#### Business Overview

- What are the core products or services offered by your business? **Chiropractic and holistic wellness services.**
- Who is your target audience or ideal customer? **I focus my marketing on women aged 30-50, especially those with children, who are committed to maintaining or improving their health and encouraging their loved ones to do the same.**
- How would you describe your brand identity and values? **At Expressed Health, our brand is building a welcoming and wholesome chiropractic and wellness center. We are committed to addressing health disparities, encouraging accountability in our practice members' health, and promoting an inclusive, come-as-you-are environment.**
- What sets your business apart from competitors (unique selling proposition/Value proposition)? **Our value lies in offering a state-of-the-art facility and top-tier chiropractic care while keeping services affordable for the community. Dr. Franklin and the team provide specialized care for athletes, infants, and elderly patients with the highest level of precision. As a black-owned business, we pride ourselves on fostering a family-like atmosphere. We also offer tonal and low force adjusting techniques that no other physicians in the Rock Hill area are educated in.**

#### Goals & Objectives

- What are your short-term (6-12 months) and long-term (1-5 years) business goals? **In the short term, we aim to increase our daily patient visits (PVA) from 26 to 50 and expand the number of families we serve. Over the next five years, our goal is to become the premier chiropractic and holistic wellness facility in York County, with plans to expand into other markets.**
- What are your primary marketing objectives (e.g., increasing brand awareness, driving sales, customer retention)? **Our primary objective is for our brand to be synonymous with wellness and to become a buzzword for everyone in the area pursuing or maintaining a healthy lifestyle. We want to be a topic of conversation at every family gathering and lunch table. When health is mentioned in York County, getting your spine checked at**

Expressed Health should be part of the discussion. We'd like to increase wellness patient retention as well.

- How do you currently measure success in marketing (e.g., ROI, customer acquisition, conversion rates)? Our key performance indicators (KPIs) are: daily patient visits (PVA), patient attrition (the number of patients who do not return or complete their care plan), and the weekly number of new patients along with their Day 2 care-plan conversion rate.

#### **Current Marketing Efforts**

- What marketing strategies or campaigns have you used in the past? Meta- Facebook and instagram, and Google Ads. Screenings and Lunch and learns
- Which channels have worked well (e.g., social media, email, SEO, paid ads)? Social media marketing has a low ROI in the area and the quality of leads are low.
- What has been your most successful marketing initiative, and why? To date, our most successful marketing initiatives have been patient referrals from current patients, Community screenings, and Lunch and learns.
- Do you have any current partnerships or affiliations for marketing purposes? We had a social media marketer but recently decided to part ways.

#### **Target Audience**

- What demographics (age, gender, income level, location) and psychographics (lifestyle, values, interests) make up your target audience? 35–50-year-old women with families who live health and wellness lifestyles, can afford the spa and value selfcare. Has an average household income of 70k or more.
- What are the key pain points or challenges your customers face that your business addresses? Natural wellness and peak personal performance i.e. postural imbalances, work pains and ergonomics, sports related injuries and ailments, headaches, stress management etc.
- How do your customers typically find your business (word of mouth, online search, social media)? Word of mouth and Google.
- Do you have customer personas developed? If so, could you share them?

#### **Market & Competitors**

- Who are your main competitors, and how do you differentiate yourself from them?
- What is the current state of your market, and are there any trends impacting your industry? While TikTok has helped make chiropractic care more popular, it hasn't effectively educated potential clients and patients, leaving many without a true understanding of it as a legitimate healthcare industry.
- What are the biggest challenges or opportunities you foresee in your market? Attracting quality leads.

#### **Brand Positioning**

- How do you want your business to be perceived by customers? **Trusted Healthcare Provider:** Seen as a reliable and credible source for health and wellness, offering effective treatments for a wide range of conditions beyond just back pain.
- **Community Wellness Hub:** Known for promoting overall health, including preventative care, holistic treatments, and wellness education, making it a go-to place for maintaining well-being.
- **Accessible and Affordable:** Valued for making high-quality care accessible and affordable, ensuring all segments of the community, including families, athletes, and the elderly, feel welcome.
- **Innovative and Modern:** Recognized for using state-of-the-art technology and techniques, while keeping up with the latest trends in chiropractic care and wellness.
- **Culturally Inclusive and Local:** Appreciated for understanding the unique needs of the local population, offering culturally competent care, and giving back to the community through events, workshops, or health screenings.
- **Word-of-Mouth Reputation:** Discussed frequently in social circles, with families, coworkers, and friends recommending it as a top choice for chiropractic and holistic wellness care.
- **Family-Oriented:** Perceived as a family-friendly practice where patients of all ages, from children to seniors, are treated with care and precision, fostering a strong sense of community connection.
- **Patient-Centered:** Viewed as a practice that prioritizes patient education, ensuring individuals understand their health issues and are involved in their care plans.
- What are your brand's key messages or core values that you want communicated? **Our mission is to have 80% of our community under chiropractic care. We value unleashing the divine power your body has when it comes to its ability to heal itself without interventions that affect you negatively for the rest of your life like drugs or surgeries.**
- What is your current brand positioning in the market, and are there any changes you'd like to make?

## Budget & Resources

- What is your budget for marketing activities? **Our current budget is \$300-600 per month.**
- Do you have an in-house marketing team, or do you work with agencies or freelancers? **Freelancers**
- How much time and resources are you willing to invest in new marketing initiatives? **\$300- \$400/ month**

## Digital Presence

- Do you have an existing website, and if so, how is it currently performing? **Yes I have a website.**

- Which social media platforms do you use, and how active are you on each? **Instagram, facebook and tik tok. Not very active on them.**
- Do you have an email marketing strategy in place? If so, what's the size of your list and current engagement? **We have a list of 500 patients. Rarely use it.**
- Are you using SEO strategies, and how well are they performing? **We get google reviews and it pushes us to the top of the industry for searches.**

### Metrics & KPIs

- What key performance indicators (KPIs) do you currently track (e.g., sales, website traffic, customer retention)? **Our key performance indicators (KPIs) are: daily patient visits (PVA), patient attrition (the number of patients who do not return or complete their care plan), and the weekly number of new patients along with their Day 2 care-plan conversion rate. And monthly gross income.**
- What marketing metrics are most important to you (e.g., cost per acquisition, return on ad spend)? **CPA**
- How frequently do you evaluate your marketing performance, and what tools do you use to do so? **Recently not much since realizing the effectiveness of face-to-face marketing over social media.**

### Partnerships & Collaborations

- Are you open to collaborations with other businesses or influencers in your industry? **We have a few collabs in the works.**
- Have you participated in sponsorships, events, or other partnership opportunities? **We have.**

### Legal & Compliance

- Are there any regulatory or legal considerations to be aware of in your marketing (e.g., HIPAA for health services)? **HIPAA and PHI regulations**
- How do you ensure compliance with advertising standards and data privacy laws? **Media releases**

**Please provide some dates and times of your availability so that students may contact you if they have any questions or need additional information:**

<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
<b>9a-7p</b>	<b>9a-1p</b>	<b>11a-7p</b>	<b>1p-5p</b>	<b>9a-7p</b>