



# THE DO'S AND DON'TS OF MARKETING NON-FDA APPROVED SERVICES

## A Training Guide

Marketing services that are not FDA-approved requires a careful and strategic approach. Traditional advertising methods often fall short or even run afoul of platform guidelines. This document outlines effective strategies to promote your services ethically and responsibly.

### THE DON'TS:

- **Avoid Direct Claims and Guarantees:**  
Do not make explicit claims about curing, treating, or preventing specific diseases or conditions. Avoid using language that guarantees specific outcomes. This can attract unwanted regulatory scrutiny and damage your credibility.
- **Don't Use Before-and-After Photos (Generally):**  
Before-and-after photos, while tempting, can often be considered misleading or make implied claims of efficacy, especially for non-FDA approved services. Consult with legal counsel regarding specific regulations in your area as there are specific rules and guidelines to follow.
- **Refrain from Directly Mentioning Specific Conditions in Ads:**  
Avoid targeting specific medical conditions in your paid advertising or social media posts. This can trigger ad disapprovals and raise red flags with regulatory bodies.
- **Don't Rely Solely on Paid Advertising (Especially on Major Platforms):**  
Paid advertising on platforms like Google, Facebook, and Instagram is often restricted for non-FDA approved services. Focus on alternative marketing strategies that are less likely to be flagged.
- **Improved quality of life, and supporting the body's natural functions.** Focus on the benefits of your services, such as enhanced energy, improved immune function, or stress reduction.
- **Carefully Leverage Influencers and Testimonials:**  
Partner with relevant influencers or utilize patient testimonials (with proper consent) to share positive experiences and insights. Ensure that testimonials are genuine and do not make explicit medical claims. Focus on sharing experiences of improved well-being rather than specific disease outcomes.
- **Prioritize Your Current Patient Base:**  
Your existing patients are your strongest advocates. They already know and trust you. Promote new services and offerings directly to them through email newsletters, in-office promotions, and personal communication. They are more likely to try new things based on their existing relationship with your practice.
- **Host Educational Workshops and Webinars:**  
Organize regular workshops and webinars to educate your patient base about your services. These events provide a platform to share information in a non-promotional way and allow patients to ask questions. Encourage patients to invite friends and family, expanding your reach organically.
- **Network with Complementary Businesses:**  
Build relationships with other businesses that share a similar target audience, such as health food stores, fitness centers, or wellness spas. Cross-promotion and referrals can be highly effective.

### THE DO'S:

- **Focus on Education and General Wellness:**  
Instead of focusing on specific conditions, market your services by emphasizing general wellness,



## THE DO'S AND DON'TS OF MARKETING NON-FDA APPROVED SERVICES (CONT)

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- **Encourage Patient Referrals:**  
Implement a patient referral program to incentivize current patients to refer their friends and family. Word-of-mouth marketing is highly valuable, especially for services that rely on trust and personal recommendations.
- **Create Introductory Offers:**  
Offer special introductory pricing or packages for new services to encourage patients to try them. This can be a powerful way to generate initial interest and build momentum.
- **Consider a Concierge or Membership Model:**  
A membership or concierge model can create recurring revenue and foster stronger patient relationships, while also providing opportunities for ongoing education and engagement.
- **Utilize Snail Mail:**  
While digital marketing is important, don't overlook the power of traditional snail mail. A well-designed postcard or letter can stand out in a less cluttered environment than a crowded inbox.
- **Provide Printed Educational Materials:**  
Create brochures, pamphlets, or other printed materials that explain your services in detail. These materials provide valuable reinforcement and can be distributed in your office or at events.
- **Use In-Office Video Content:**  
Create short, informative videos about your services and display them on screens in your waiting room or IV room. This provides passive education for patients while they wait and can spark conversations.

By focusing on education, building relationships, and leveraging alternative marketing strategies, you can effectively promote your non-FDA approved services while remaining ethical and compliant.

