



# Creative Perinatal Promotional Ideas

an online resource  
created to accompany

## *Pre- and Perinatal Massage Therapy:*

*A Comprehensive Guide to Prenatal, Labor  
and Postpartum Practice*  
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**this resource links to:**

**Chapter 8, page 269**





## Creative Perinatal Promotional Ideas

Get ready for a brainstorm! The brilliant ideas on these next pages were culled from brainstorming sessions in several classes of massage therapists studying Pre- and Perinatal Massage Therapy.

When a group brainstorms, ideas come fast and furiously, leaving the details, practicalities, feasibility, and appropriateness to be mulled over later.

As you read through these, make note of which ideas get the sparks flying in your mind. Your best marketing idea might be right here, just a few planning sessions and a couple more dollars from reality.



## Place brochures/print materials at

- companies that create and sell “gift baskets”
- general fitness gyms, corporate fitness rooms
- chambers of commerce and “Welcome Wagon” groups
- stores selling children’s books, baby and maternity clothing and supplies, resale
- natural food and vitamin stores
- preschools, gym, music or other programs for toddlers
- fertility clinics
- bathroom stalls (not graffiti; those slick, paid ads on the back of the door)

## Network with

- personal trainers, yoga teachers
- hairdressers, manicurists, and estheticians
- nannies
- naturopathic and homeopathic doctors, acupuncturists, pediatricians
- mommy and me groups
- volunteers working with March of Dimes, United Cerebral Palsy, and other organizations for children with disabilities
- spiritual and psychic healers

## Medical community connections

- volunteer at a hospital
- donate massages to doctors to give to low-income patients
- get involved in a research study related to maternity massage
- become an approved/network provider with insurance groups
- speak to physicians’ and nurses’ professional organizations
- use your relationship with your own doctors to open doors for you
- donate to silent auctions collecting for medical needs
- send an informational packet and a release to all clients’ doctors
- cross-promote with childbirth educators, physical therapists, midwives



## Chair massage at

- playgrounds
- pre-schools
- maternity stores
- baby and wedding stores and fairs
- malls
- grocery stores

## Unique ideas

- one month/year birthday cards to encourage postpartum massage therapy
- printed “onesies” as baby gifts with clever promotion message
- magnets with “100 Kegels daily+ 1 massage monthly= a prepared and relaxed mom”
- discount session coupons for labor nurses, midwives’ assistants or doulas you meet at labors

## Your brilliant ideas!

- share them with others to [info@bodytherapyeducation.com](mailto:info@bodytherapyeducation.com)
- post to Facebook  
<https://www.facebook.com/BodyTherapyEducation>  
Carole Osborne's Prenatal and Deep Tissue Massage Training