

# Launching with VitaminLab

Getting Started with VitaminLab is as easy as 1, 2, 3

Our most successful practices have followed these steps and connected with our [onboarding specialist](#) in order to get VitaminLab into the hands of their patients.



## 1. Setup in Office

Grow your practice and encourage ordering by sharing educational brochures (physical and downloadable versions available) with your patients. Display your brochures in two areas. Your front desk and inside your office. This reminds patients that you are one of the only clinics with personalized supplements, and it keeps VitaminLab top of mind for you during your busy days.



Did you know that 48% of people who receive a brochure are more inclined to request more information and make a purchase? And 82% of people are more likely to make a purchase when they see the product in person. If you need support on where to showcase your pouch and brochures, connect with us!



## 2. Send Emails/Newsletters

Download our beautiful graphic version of your launch email that will work in your preferred email provider—Kajabi, Active Campaign, Aweber or a website-based provider like Wix or Square Space.

### [Text-based](#)

Simply highlight the whole page and copy and paste into your own email. Send to your existing patient list and voila—you've launched to your patients. This document is view-only and editing will only be possible once you've copied it into your email tool.

### [Stylized Design](#)

Download a mailchimp-ready graphic version of your launch email by clicking [here](#). Once you click the link, you'll be prompted to login to your mailchimp account and can edit or send a campaign using this template. We like using mailchimp but you can also simply download the html and import into your preferred email platform.



## 3. Post on Social Media

We've compiled [captions and images](#) you can use on social, as well as copy and images that you can easily add to an existing newsletter if you have one.

[Reach out to Onboarding Specialist, Lydia](#), if you need help tailoring your launch to reach as many patients as possible. Some of our practitioners write blogs, showcase partners on their websites or include our postcards in lab collection kits they send to their patients.



### Pro Tip: Pick a date!

Choosing a launch date and scheduling your social posts and newsletter can help you stay organized. You can let your patients know that you are one of the only practitioners to offer a personalized service and Lydia will make sure you're set up with brochures by your launch date.

### Stay Engaged

- ✓ Grow your practice with the continued support of your account manager and our ready-made messaging.
- ✓ Visit your [VitaminLab portal](#) to access protocols and info sheets. Also, be sure to [subscribe](#) to our practitioner newsletter.

### Your VitaminLab Brand Kit

- [Stylized HTML emails](#) (or text-based emails if you prefer)
- Instagram and Facebook [images and captions](#)
- Logos, images and copy that you can use on your website or newsletter

[EXPLORE BRAND KIT](#)