

EXERCISE #2

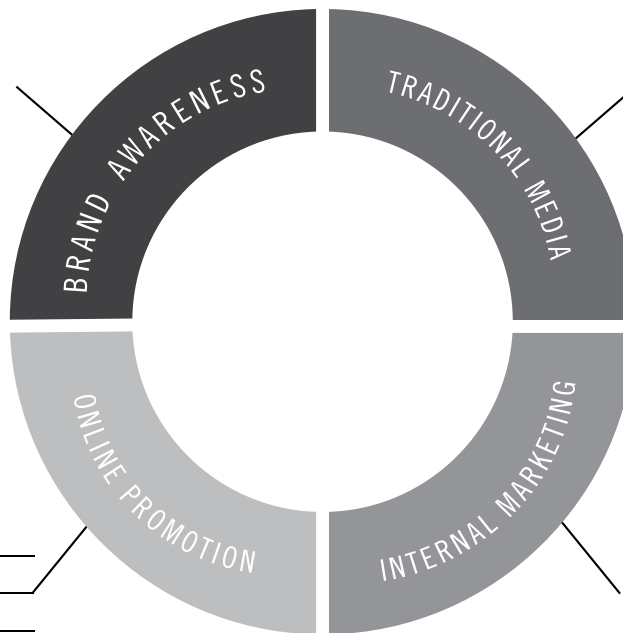


YOUR BALANCED MARKETING FORMULA

TOTAL ANNUAL MARKETING BUDGET: _____
AVERAGE PATIENT VALUE: _____
TOTAL ANNUAL EXPECTED ROI: _____
TOTAL ACTUAL ROI: _____

TACTIC: _____
PARTY RESPONSIBLE: _____
MARKETING BUDGET: _____
EXPECTED ROI: _____
ACTUAL ROI: _____

TACTIC: _____
PARTY RESPONSIBLE: _____
MARKETING BUDGET: _____
EXPECTED ROI: _____
ACTUAL ROI: _____



TACTIC: _____
PARTY RESPONSIBLE: _____
MARKETING BUDGET: _____
EXPECTED ROI: _____
ACTUAL ROI: _____

TACTIC: _____
PARTY RESPONSIBLE: _____
MARKETING BUDGET: _____
EXPECTED ROI: _____
ACTUAL ROI: _____