

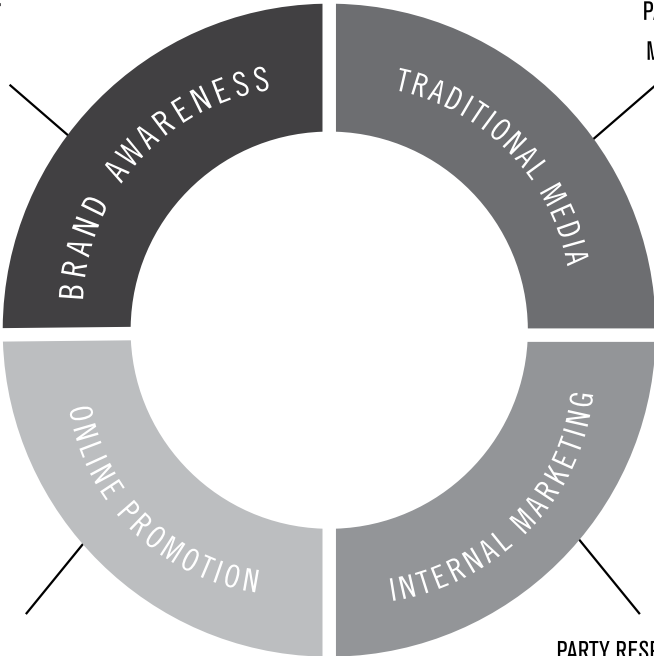
# SAMPLE BALANCED MARKETING FORMULA



TOTAL ANNUAL MARKETING BUDGET: \$35,000  
 AVERAGE PATIENT VALUE: \$1,500  
 TOTAL ANNUAL EXPECTED ROI: 240 new patients/\$360,000  
 TOTAL ACTUAL ROI: 230 new patients/\$345,000

TACTIC: **Logo**  
 PARTY RESPONSIBLE: **Outside Marketer**  
 MARKETING BUDGET: **\$2,500**  
 EXPECTED ROI: **N/A**  
 ACTUAL ROI: **N/A**

TACTIC: **Direct Mail**  
 PARTY RESPONSIBLE: **Office Manager**  
 MARKETING BUDGET: **\$20,000**  
 EXPECTED ROI: **120 new patients/\$180,000**  
 ACTUAL ROI: **112 new patients/\$168,000**



TACTIC: **Website**  
 PARTY RESPONSIBLE: **Doctor**  
 MARKETING BUDGET: **\$10,000**  
 EXPECTED ROI: **96 new patients/\$144,000**  
 ACTUAL ROI: **82 new patients/\$123,000**

TACTIC: **Referral Mining**  
 PARTY RESPONSIBLE: **Front Desk Staff**  
 MARKETING BUDGET: **\$2,500**  
 EXPECTED ROI: **24 new patients/\$36,000**  
 ACTUAL ROI: **36 new patients/\$54,000**