

Marketing Quiz #1 Answers

2. How much should you spend this year to reach out to 3,000 to 7,000 potential patients to maintain the revenue you generated last year?

Ans.: The same \$30,000.00 as last year give or take any changes in cost of advertising.

If it isn't broken don't fix it. There is no reason to believe you will be able to maintain your practice or get as many new patients by spending less money than you did last year. Ideally, you will want to analyze what worked, and what provided the biggest return on investment. Filter out what did not work and pump those dollars into areas that had a greater return. This way, the same dollars spent will yield a higher result.

3. What about the thousands of patients your advertising dollars reached that did not come in as a new patient?

Ans.: I really have no idea what will happen to these potential patients

*Unfortunately, you really have no idea what will happen to these potential patients and most likely they will not come in and you will not have the opportunity to market to them again. Business cards, websites and teaching them one time about chiropractic will not generate a new patient except in a rare circumstance. The only chance these people will come in is if you have an effective **lead generating marketing program** offering the potential patient something they want and need and effectively conveys that 8 to 10 times per month, twelve months per year.*

4. If you had a second chance to market yourself to those original 3,000 to 7,000 people you reached last year how much would you be willing to spend?

Ans.: The same \$30,000.00 as last year give or take any changes in cost of advertising

It has been well proven that the more times a person hears your message (repetition) the more likely they will become a patient/client. Remember, the first time they got your message, may have been the wrong time for them to come to your office. However, if they keep getting your message they will eventually need your help and when they do, if you are in front of them repetitively, you will be who they call.

5. If you were given a chance to market over and over again to those initial 3,000 to 7,000 potential patients and over and over again to the 3,000 to 7,000 potential patients you are going to market to this year, what would you expect to spend?

Ans.: The same \$30,000.00 as last year give or take any changes in cost of advertising

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Think about this! A marketing program that keeps your name in front of everyone you market to over and over again is worth its weight in gold. Why? Because you are compounding the audience with each marketing dollar. So last year your \$30,000.00 reached 3,000 to 7,000 potential patients, this year it will reach 6,000 to 14,000 (the new people you are marketing to plus the previous audience that became leads last year), and the following year 12,000 to 21,000.

6. True or False? Knowing that the more times a person hears my message the greater likelihood they will become a new patient, I would rather spend \$30,000.00 this year on the original 3,000 to 7,000 potential patients than a new group of potential patients.

Ans.: True

Repetitive marketing will double and triple your conversion rate. Your likelihood of getting a new patient from a group that has already been getting your message is greatly increased. Given a choice between spending your dollars to a new audience or an existing one always go with the existing one.

7. What amount would you consider a total no brainer, where you have no choice and cannot pass up the opportunity to get back in front of the people you have previously marketed to?

Ans.: Any amount under the original amount would be a bargain

As stated before given a choice between spending your advertising money on a new audience or one that already knows your name, there is no better money spent than on the audience that knows your name. Therefore, any amount less than you spent to get those names is the clear bargain.

What would be a total no brainer where you have no choice and cannot pass up the opportunity to get back in front of the people you have previously marketed to?

Ans.: A program that allows you to keep marketing to those that have already gotten your message while you can still market to a new audience giving you two and three times the bang for your buck. The Twelve Ways Program!

Not only will it save you money, it is the only marketing program designed to:

- Generate leads*
- Make you a source of everything health*
- Keep your name in front of your audience*

If you are planning to thrive in the current economic climate or any economic climate and are not already part of the program you need to ask yourself why.