

Marketing Prowess Quiz #1

1. Expanding Your Marketing Prowess

* 1. Please enter your name and the name of your clinic

2. Last year, you spent approximately \$30,000.00 on marketing; not including doctor or staff time, which included advertisements, lectures, screenings, and internal and external events. Your marketing efforts brought in 179 new patients to the clinic. From those 179 new patients and your existing patients, your practice generated approximately \$300,000.00 in profit.

In order to generate those 179 new patients, and depending on how much of your dollars were spent on newspaper and radio advertising, your marketing dollars got your name in front of anywhere between 3,000 and 7,000 potential patients.

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?

- Half as much as last year
- Twice as much as last year
- One tenth as much as last year
- The same \$30,000.00 as last year give or take any changes in cost of advertising

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

- I am hoping they eventually will come in
- I gave them my card so they can call me when they are ready
- I gave them my website address to learn more about me
- I told them all about chiropractic so I am hoping they got the message and will eventually come in
- I really have no idea what will happen to these potential patients

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?

- Half as much as last year
- Twice as much as last year
- One tenth as much as last year
- The same \$30,000.00 as last year give or take any changes in cost of advertising

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5. If you were given a chance to market over and over again to those initial 3,000 to 7,000 potential patients plus 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?

- Half as much as last year
- Twice as much as last year
- One tenth as much as last year
- The same \$30,000.00 as last year give or take any changes in cost of advertising

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.

- True
- False

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?

- The original \$30,000.00 because of repetition even this would give me a bigger bang for the buck
- Any amount under the original amount would be a bargain
- One third off the original amount
- Half off the original amount
- Other (please specify)

Once you click on the "Done" button you will be directed to the correct answers.