

BRAND AWARENESS: SOCIAL MEDIA VS. OFFLINE

ISSUE:
Do I need "offline" branding?

RULE:
Branding is driven best by...

- 1 **Existing Patients** - Referrals & Reviews
- 2 **Social Media**
 - Exposure
 - Engagement
 - Low cost (if not FREE)
- 3 ~~Offline - Minimal Impact~~

ANALYSIS:
Phone Tracking (Offline) vs. Engagement (Social Media)

