

MARKETING CHANNEL PRIORITIES

PRIORITIES:

1. Existing Patients
2. Website
3. Paid Placement
(AdWords, Facebook, etc.)
4. Other Channels
(Radio, TV, Print, etc.)

MARKET DIFFERENTIATORS:

- 📍 # of Competitors
- 📍 # of Ads
- 📍 Types of Offers
- 📍 Population Size