

EPISODE

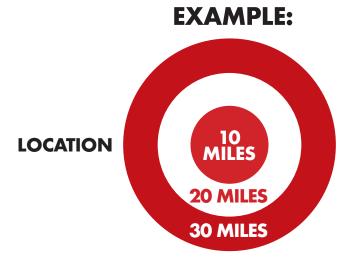
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MEDIA BUYING FOR MEDICAL PRACTICE MARKETING

ISSUE: MEDIA TARGETING CHANGES ROI

FACTORS:

- **1.** COST
- 2. TIME OF DAY
- 3. DISTANCE
- 4. CONTENT CONNECTION



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