



Youthful Tooth Co.

Marketing

OUTCOMES

MISSION

SERVE ↑ KIDS
HAPPY \$\$\$ ↑

CELEBRATE

CASH
PIZZA
EVALUATION TRACKING
FRONT DESK

METHODS

INTERNAL

STAFF
OWNERS

EXTERNAL

MARKETING

INDIRECT
DIRECT

INTERNAL

PHONE CAMPAIGN

NEWSLETTER

SPECIALS 50% OFF

NEW TREATMENT

Tx. COORDINATOR

COMMUNICATION

A+

EDUCATION

REFER

EXTERNAL

COMMUNITY

BENEFITS

WELCOME PKG.

REFERRALS

CHIROPRACTOR
HOSPITALS
PEDIATRIKIAN

↑ REFERRALS

MOVIE TICKETS

DINNERS

PRIZES

V.I.P.

VERY IMPORTANT PATIENT

DIRECT MAIL

LITERATURE

BUDGET %

POSTAGE

