

Health Mart Marketing Goals Opportunity Tracker Worksheet

Create a list of marketing opportunities in your community.

Consider these questions to help create your list:

- Are there marketing ideas that you have had but not executed?
- Are there new opportunities and media that you should be taking advantage of?
- What are your competitors doing that you would like to try?

Because it probably isn't likely that you have the time or resources to accomplish everything, rate each marketing opportunity. Weigh one against the other to determine their priority, relative to each other. Consider all elements such as approximate cost, time investment, target audiences, reach into the community, and so forth. List the categories of new patients that you would like to attract and how you might reach them through your current or new marketing activities.

Untapped Marketing Opportunities	Rate (high, medium, low)	Next Step
1.		
2.		
3.		
4.		
5.		
6.		
7.		

8.		
9.		
10.		