**Grass Roots Marketing**

* **Patients referring family and friends**
* **Meet and greet new MD’s (includes MD’s never met, new MD’s in town)**
* **Build and continue to nurture all relationships**
  + MD’s
  + Patients
  + School Districts
  + Business Networks
  + Media Networks
* **Low-Cost Efforts**
* Free T-Shirts
* Coupons/Gift Certificates (Free FMS/ Screen)
* Water Bottles
* Social Media Contests / Giveaways
* Candy Jar Contests
* Paint Craze Voting / Halloween Costumes