

	Advantages	Disadvantages	Estimated Costs
Internet Network:			
Organic SEO Rank	High Rank Portrays Your Center as Experts in Clinical Research & Medical Conditions; Long-Term Visibility & Traffic; Additional Benefit for a Medical Practice	May Take Time to Gain Ranking	\$500-\$2,000 a month (variables: current position, website status, strategy, market)
Google/Bing/Yahoo Search	Targeted; Quick Return; Intent Driven	Can Be Complicated to Self-Manage Properly; Expensive Early Before Optimization; No Visibility after Campaign Ends	Est. \$.75 - \$4.00 CPC - cost per click. (variables: market, keyword competition, landing page relevancy)
Google/Bing/Yahoo Display	Choose the Types of Websites You Advertise On; Graphical, Eye-Catching Ads; A Broader Net for Your Marketing	Can Be Expensive; Often More for Branding than Lead Generation; More Difficult to Self-Manage	Est. \$.50 - \$8.00 CPC (variables: sites chosen, market, keyword competition, landing page relevancy)
Facebook Advertising	Geo-Targeted; Friend Referrals; Good Overall Site Interaction Potential	Questionable Targeting Data, Expensive	Est. \$2 - \$6 CPC (variables: competition, placement choices, program type, audience choices)
Facebook Boost Posts	Low Cost, High Interaction, Geo-Targeted; Forced Referral Targeting; Good Overall Site Interaction Potential	Lower Engagement Costs than Regular Facebook Ads; Short-term Runs (under 14 days); Questionable Interest Choices	Est. \$.50 - \$1.25 Per Interaction (variables: interaction goal, competition, audience)