



Healthcare Industry Case

Direct Mail Generated Additional Patients for Dental Practice

Introduction

Riverside Family Dental is a dental practice in Iowa that wanted to bring in additional patients and increase revenue. To bring in prospective clients, Riverside used a direct mail campaign that included tracking capability. The campaign resulted in new patients, potential clients, and additional revenue.

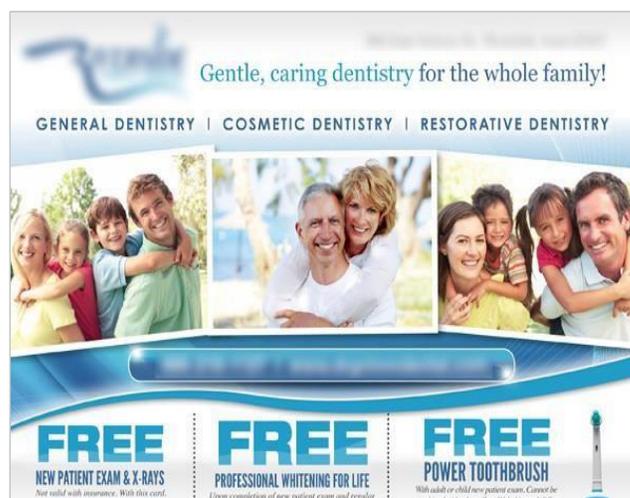
The Challenge

Riverside Family Dental wanted to bring in more patients and increase revenue, so sought to create a marketing offer that would motivate prospects to call and make an appointment.

The Strategy

Riverside Family Dental used a marketing campaign that integrated direct mail with automated online follow-up marketing. They chose to geo-focus their campaign and purchased a targeted mailing list of 2,665 quality prospects. The list was made up of residents close to their office with a median income of more than \$50,000 per year.

The postcard had a clean blue and white color scheme and featured images of smiling patients of all age groups. They featured 3 outstanding offers on the bottom of the card to motivate prospects to call and make an appointment. Their special offers were the cornerstone of their postcard marketing strategy. They offered things like Free LIFETIME Professional Whitening, FREE Exam and X-Rays and a FREE Power Toothbrush. These are highly attractive offers, which appear to give prospects significant value relative to what they would spend. This tactic generated high response to their mailings. They sent the mailpiece five times to create consistent exposure, which was vital to building their practice's brand recognition and credibility.



The Results

The postcards generated 257 calls to Riverside Family Dental's office. These calls turned into 47 new patients, and those new patients led to \$16,000 in revenue for their practice. In addition to the monetary results, the postcards drove online interest, including 45,200 website views, 170 social media followers, and 15 clicks back to their website.

These results mean even though they had not become patients yet, dozens of high quality prospects continued to see their ads and stay in touch with their practice. Of those high quality prospects, 15 returned to their website to give them a second look.

Case Study Provided by [Direct Mail Marketing](#) Company:

