

Direct Mail Advertising Works!

Most Consumers & Dental Patients
Look For Value In Their Mail Today

By Larry H. Oskin

Direct mail advertising offers dentists the unique opportunity for the most effective and measurable marketing results. Whether you offer cosmetic and restorative dentistry, direct mail marketing will help you professionally share your message with the local community. Make sure that you properly investigate the best options to make your integrated advertising, marketing and public relations programs work best for you.

Steve Zuckerman, president of Clipper Magazine suggests the following key strategies to help future corporations direct mail marketing more successful:

Use Quality Photographs, Logos & Colorful Illustrations:

Remember that today's dental patients are visually oriented. People tend to read advertisements by colorful photographs and logos that are supported by strong headlines with clear messages. You must be able to stop consumers in their tracks with strong visual presentations. Consistency is also key. Try to maintain a consistent visual image for your dental practice throughout all of your advertising campaigns. If you have any cosmetic and restorative dental makeover photographs, use them. The consumers will read all of the small details, once they are magnetized by your consistently beautiful dental image photographs, logos, colors and headlines. It's good to be clever, but if you get too cute they may completely miss your message.

Use Full Color: A picture of a smile with beautiful teeth is still worth 1000 words! When possible, avoid most black and white marketing options. Look for professional full color printing capabilities. Today, you can affordably market your services and products in full color to ensure the best possible redemption. Research has shown that

full color advertising options can actually increase redemption rates by 30% to 60%.

Promote Strong Offers With Coupons or Mini Dental Care Gift Certificates:

If you want to offer specials, make your dental practice coupons as valuable as possible, so you will get a strong response. Promote your best cosmetic and restorative dental services as well as your professional dental exams, consultations and teeth whitening services with attractive offers and special prices. Give specific prices like:

- Save \$100 on Zoom! One Hour Teeth Whitening
- \$25 Complete Professional Dental Exam
- 30% OFF - Lumineers By Cerinate Save \$500 - For new patients - On Braces or Invisalign
- New Patient Special - Save \$1,000
- Implant Special - Only \$ 1,000 Per Implant
- New Patient Special - Only \$35 Teeth Cleaning: Includes Cleaning, Fluoride Treatment & X-Rays
- \$295 ZOOM! Teeth Whitening- A Regular \$XXX Value

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New First - Time Patient Specials:

You should use strong coupon certificate offers that will make potential new patients finally find a dentist or some may even want to change from their current dentist to you. Mix it up. Don't be afraid to offer a few extra special incentives for new first time dental patients. Some special offerings can be good for everyone including your regulars, while one extra coupon or



certificate should be dedicated to attracting new first time clients with an extra strong special introductory gift or discount offer.

"FREE" Always Works Best: The word "free" always works well as a bonus to lure in both new patients and regulars alike. When possible, offer a free gift with purchase or a purchase with purchase incentive. In other words,

- Get a FREE \$10 VALUE ABC with any XYZ. Or, Buy a \$500 Value ABC for only \$10 with Any Purchase of \$50 or More.
- New Patient Special - FREE! One Hour Teeth Whitening
- FREE Teeth Whitening With X Rays, Exams & Cleaning - New First Time Patients Only
- FREE Initial Dental Exam- Includes Bite Wing X-Rays.

Use Dollars Off Dental Services: Unless something is 50% off more today, the smaller percentage off offers have little perceived value to your prospective new dental patients. Today, most consumers react much better to strong dollars off discounts and incentives. Consumers can more readily understand \$25 off any \$100 or more dental service or product purchase. Perception is reality, so make potential new dental prospects want to take advantage of your valuable efforts.

Deal or No Deal: Sure, you can also promote your dental services and

products at full price! There is nothing wrong with upscale institutional advertisements that will educate the local community on the special benefits of your unique dental services and products. No matter what, you will not want to remain the best kept secret in town.

Introduce New Dental Services & Products: Special new dental services and products can be featured seasonally with secondary coupon offers, within the same advertisements. While it is best to promote your strongest services and Products like dental exams, teeth whitening and first - time dental consultations, it is still very important to promote those services that most people do not know you offer. Most consumers prefer convenience and one-stop shopping alternatives. So, if you offer something extra special, unique or distinctively different, take advantage of the opportunity to promote that. Take advantage of the fact that most consumers will buy several services at once to save time and money.

Avoid Excessive Disclaimers: Even though it may be a necessity, try to avoid excessive rules and disclaimers for what is not included. Keep it simple with "No Double Discounts. Expires 00/00/07."

Use expiration dates of no more than 60 to 90 days to keep your offers top of mind and timely.

Affordable Direct Mail Solutions: At approximately three to four cents per home with high quality cooperative direct mail resources like Clipper Magazine and Patient Producing Postcards by The Profitable Dentist, direct mail marketing is extremely affordable. Today, solo direct mail can be very effective as well, while costs may range from forty cents to one dollar per targeted home, depending upon the postcard, letter or mailing device you use. Both of the mentioned nationally respected resources can help customized direct mail pieces.

Direct mail advertising works! Now maximize it's power. Watch for more tips in the next issue.

For a complimentary direct mail advertising consultation or more information about Clipper Magazine resources near you, call 866-802-1429 email marketresearch@clippermagazine.com or visit their web site at www.ClipperMagazine.com.

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