

# Direct Mail

Still Gets The

## **BEST RESPONSE**



For the Dental Practice that wants to  
**STAND OUT** & Grow!



## But Not All Direct Mail Is The Same

Multi-channel marketing should always be a part of your strategic and effective dental marketing plan. And while many think that the internet is the way to go, let's take a step back and look at the whole picture.

While it's true that nearly 60% of the planet uses the internet, dental practices that limit themselves to this advertising avenue are missing out on a **tried, true, and proven tool that has massive impact on practice awareness and new-patient generation...**



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### Direct mail.

Give it some thought... Direct mail is the *only* media channel that gets your message into the hands of prospective patients – 100% of the time – and connects with them on a personal level.

It is not of the past, but of your future.

Research tells us...

- Use of direct mail is projected to increase by 1% annually.
- Direct mail generates 10-30 times higher response than email.
- 70% of consumers say they always or sometimes pay attention to advertising in direct mail.

*How does that sound?* It's irresistible to any practice that needs to raise awareness it exists and will meet the needs of its neighborhood.



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## Direct Mail Basics

What is direct mail? While the answer seems obvious, it's important to clarify so that its broad scope is understood. Direct mail is any piece of unsolicited marketing that is sent directly to a home or business. It can be a newsletter, postcard, survey, brochure, or any other printed material.

Odds are you already get promotional materials from realtors, pizza shops, car dealers, and yes...  
*other dentists!*

**What makes direct mail resonate – with people of all ages?** Nearly 60% of people feel special when they get mail. It's not just another email that gets lost among the hundreds – and eventually thousands – of others in their inbox. There aren't any distracting popups while they're trying to read it. And it's something they can hold onto and become fully immersed in. Boomers, millennials, and gen-xers all respond well to this tactile form of communication.





**And because of the big shift to digital...**

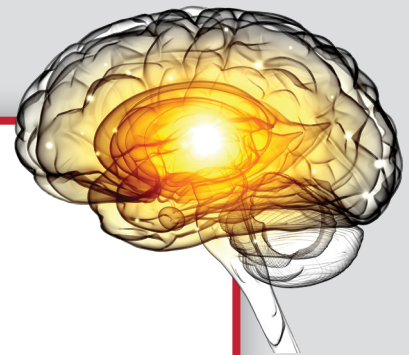
a lot of the physical mail you used to get  
– invoices, receipts, anything transactional  
– now arrives in a digital format.

That means that a well-crafted, targeted piece of direct mail from your practice has more room to **STAND OUT** and connect with the demographic you want to progress along the patient journey and straight into your practice.

Now let's talk about how an effective direct mail campaign can help your practice achieve breakout success...

A large-scale neuroscience study found that effective direct mail...

- requires 21% less brainpower to comprehend
- has a 20% higher motivation response, which means the recipient is more likely to pay attention and act
- gets the message across faster because of its lower cognitive load and high motivation score.





## 5 Big Ways To **STAND OUT** & Grow With Direct Mail



### 1. Direct mail raises awareness of your brand and the importance of dental care.

Awareness is the first phase of the patient journey. Every new patient needs to find about your practice before they can join it.

Direct mail is like making a personal introduction to the patients you want. With it, you can introduce and highlight your team, the services that differentiate your practice from your competition, the enticing specials you offer, and feature educational articles that establish your authority and offer the reader true value.

That last point is *extremely important!* Education. Authority. Value.

Over 50% of adults avoid going to the dentist. One-third don't believe they need to. With a consistent, recurring campaign, it's content that can entirely change their outlook on dentistry – and recognize that they can't wait until they're in pain to see the dentist.





## 2. Direct mail gains the trust of new patients and make your practice memorable.

A week after consuming educational content, almost half of all consumers are more likely to buy from the brand who provided the information. There is...

- a 9% increase in the number of consumers who identify the brand as “trustworthy”
- an 8% increase in their positive feelings about the brand.

Over time, not only will these consumers become patients of your practice, but they'll remember the positive feelings associated with it. This is how you build trust and earn their confidence, which ultimately leads to their decision to join your practice.





### 3. Direct mail will guide new patients to the “social proof” they need to make a buying decision.

Once you raise awareness of your practice, the people you target will go online to conduct their own research. They want to read what others have to say about your practice and their experiences – and it’s this social proof that heavily influences their final decision. This is a key component of the second phase (consideration and research) of the patient journey.

What will they look at?

- Your website
- Online reviews
- Social media channels (Facebook & Instagram are the big two)





#### 4. Direct mail improves patient retention and boosts production.

Once you acquire a new patient, direct mail is also a great way to keep them loyal to your practice. A bi-monthly newsletter keeps your practice in touch with these patients long after their treatment.

And that's important. The main reason a patient will leave a practice is perceived indifference. In other words, they don't feel appreciated.

Since these patients-of-record are already familiar with your practice, mail that goes to them has a 14% higher response rate than a mailer from someone they don't know or trust.

And the more informed patients are about their oral health and the services you offer, the more inclined they are to keep their hygiene appointments and inquire about elective services, like teeth whitening.



## 5. Direct mail gets feedback to improve the overall patient experience and grow your practice.

As a practice owner, it's important to know what your patients think about their experience at your office so you can make their visits the best they can be. Online reviews reveal this valuable input, but sporadically. You can definitely get a bigger and better picture through patient satisfaction survey direct mail.

In addition, by reaching out to your patient base and hearing what they have to say, you can...

- address staff training requirements
- identify new-product requirements
- better-anticipate patient needs
- provide better customer service
- improve services
- cultivate happier patients
- increase practice revenue.

\*It's important to execute an integrated marketing campaign that combines direct mail and digital marketing. They garner 39% more attention than single-media digital campaigns and evoke 10% higher brand recall.



## 5 Top Tips For An Effective Newsletter Campaign

When it comes to achieving the best ROI with direct mail, newsletters are at the front of the pack. In a head-to-head study using the same demographics, newsletters garnered a 70% higher response rate than postcards.

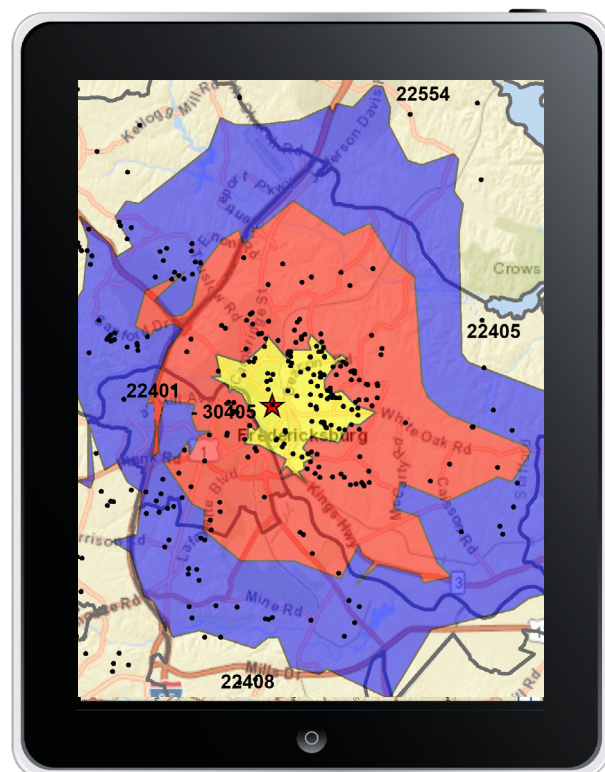
But to get exceptional results, there are several best practices that dental offices need to follow.

**We've produced a checklist of 5 key attributes that are an absolute must to achieve stand-out results.**

### 1. Determine your target audience.

Do you know who you should be sending direct mail to? What are their interests, preferences, and buying behaviors? A solid campaign starts with demographic targeting. An advanced mapping and analytics platform makes it possible to identify actual patient trends, so you can get more quality patients who will accept treatment recommendations.

You can also extract a lot of key details on current patients from your existing database. These are the details you need to also address pain points, develop strong offer strategies, and maximize your marketing ROI.



2. **Go big.** Most newsletters are folded and clip sealed to an 8.5x5.5" size. A bigger 11x17" piece (when fully opened) is more likely to get noticed, especially amidst numerous flyers and other direct mail pieces all vying for attention. Plus, it has plenty of room for large, eye-catching, emotion-triggering photos, special offers, testimonials, and quality educational content.
3. **Weight matters.** Most marketing companies distribute newsletters that are on 60lb stock. Deliver the unexpected. Go for a heavier 100lb stock – which is resistant to crush and tear. Plus, it's more impressive when it reaches the recipient as thicker paper conveys quality.



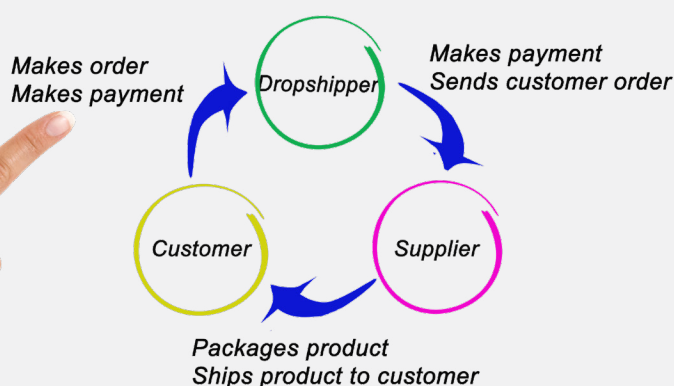


- Content is king.** Your newsletter needs to resonate with the female head of household – the one who makes over 90% of all healthcare buying decisions for her family. She demands information, so let her know what it is that makes your practice special and how you will take care of her family's dental needs. Outline the benefits of choosing your practice.

**IMPORTANT:** When it comes to patient acquisition newsletters, **provide fresh content monthly** (e.g. dental health-related articles, general health tips, recipes, etc.).



## Dropshipping



- Dropship to your destination** (US only). Dropshipping bypasses up to three stops on the origin end of the process and delivers the mail directly to the destination processing facility. This method of delivery gets the final product to its destination faster and reduces the chance of error.

At Patient News, our team of dental marketing experts has worked with more than 7,500 dentists to execute effective direct mail campaigns that get results.

We employ the tactics outlined in this whitepaper and have a tried and tested formula to help you win over more new patients. For over 27+ years, we've helped practices acquire millions of them.

**But we're NOT just a newsletter company.** Because we know it takes a multi-channel marketing mix to stand out and grow, we've transformed into a full-service marketing agency and technology company. Our comprehensive offerings include practice intelligence, call tracking and scoring, staff training, website development, paid media... The list goes on.

We know how busy you and your team are – every single hour, minute, and second of the day. That's why we want to be in your corner, making it easy to launch a customized marketing campaign that gets your phone ringing. If you're feeling overwhelmed when it comes to marketing your practice or aren't sure where to begin, **we can help.**

**Start today** and **join** the growing number of practices that are hitting their goals because of their partnership with us – North America's trusted, respected dental marketing agency.

It all begins with a no-obligation chat with one of our marketing consultants. They will get to know you, your challenges and aspirations, and lend you an ear. They want you to succeed as much as you do.

**Call for a FREE Discover Session Today!**  
**(888) 699-2755**