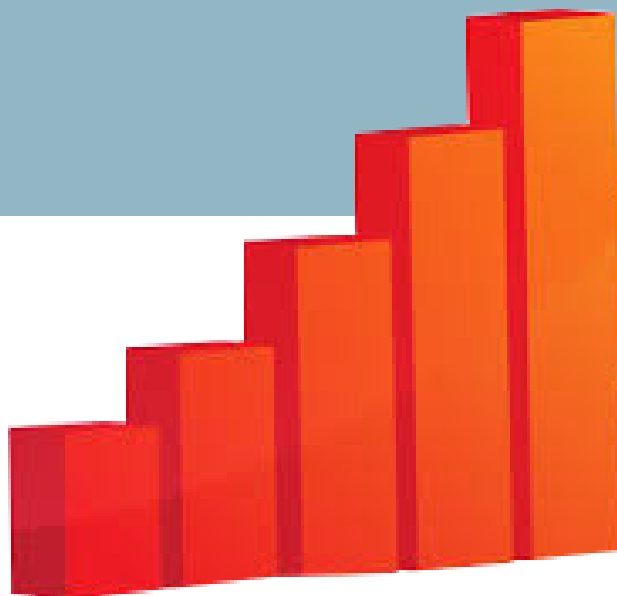
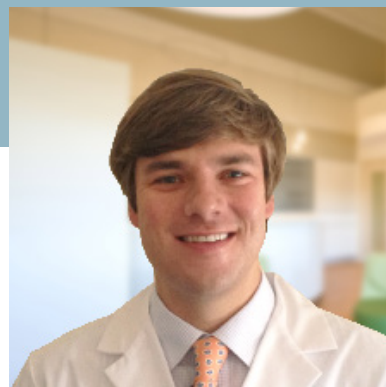




CASE STUDY

How One Practice Instantly
Boosted ROI 400% and
Gained 100+ New Patients
in Only 3 Months



FIRST, A LITTLE BACKGROUND...

Our case study opened their doors in October 2012 as a family-oriented dental practice with state-of-the art technology and personalized care. However, they faced the all-too-common struggles of a start-up practice; its client base was lacking, and the office was only open twice a week—hardly enough to make a profit. They immediately recognized their need for aggressive, targeted marketing, and turned to DentalMarketing.net for help to add revenue, increase new patient acquisition, and train staff.



ADD REVENUE



PATIENT ACQUISITION



TRAIN STAFF

200 PHONE CALLS AND 100 NEW PATIENTS IN 3 MONTHS

"In the first quarter alone, we had 200 phone calls and OVER 100 new patients! The increased flow of new patients helped our practice go from 2 days a week to 4 days a week in less than a year. We started to receive an instant return on our investment, 300% to 400%, and sometimes even more.

They [DentalMarketing.net] gave us all of the tools and knowledge we needed to make our practice successful. From their online videos that help train our new staff members to their reporting dashboard to tell us what areas we need improvement on. We will continue to use DentalMarketing.net and consider it one of the best investments we have made in our practice!"

How Did They Do It?

The #1 key to your success with mailing is to get control of your variables. In fact, there are 8 variables you need to control in order to guarantee a return of 2X to 4X on your marketing investment, each and every mailing.

*"...2x-4x
your marketing investment.."*

The Secret Sauce:

Take Control of the 8 Variables for Each Mailing

Each of the 8 variables can affect the success of your postcard mailing. Sure, this sounds simple, but no one else is doing it.

Think of all the best companies you've heard of that mail postcards...they usually give you a postcard template, you fill in the basics about your dental practice, they print it and then they mail it.

Here's what made the difference and helped this practice add 100 new patients to their practice.

8 VARIABLES TO GUARANTEE SUCCESS:



VARIABLE #1: DESIGN

The design was a huge part of their success. Rather than sending a “fill-in-the-blanks” template postcard, we had a CUSTOM design for each of their mailings. Going custom really helps a mailing ‘pop’, stay current and stand out from the other dental practices that use “fill-in-the-blank” templates.

Because DentalMarketing.net is specific to the dental industry and has worked with 1000's of dentists nationwide, it **has accumulated the data of more than 50 million mailed postcards**. Armed with this valuable research, DentalMarketing.net designed the postcard with offers proven to drive new patient phone calls. Each time-tested postcard then combined high-quality photography and printing with designs that matched the practice's brand and existing marketing.

Our customer received a 434-percent ROI on the 3rd of 3 mailings of the first mailing cycle. Even still, DentalMarketing.net altered the postcard design based on the results to further improve client conversion. On mailing 11, recorded a 705-percent ROI.

... **705%**
return on their investment...

Data drives the design of each card DentalMarketing.net mails. The two examples of these cards (below) illustrate how design revisions such as photography, copy and stronger call-to-actions enhanced performance.



Mailing #3 - ROI: 434%



MAILING #11 - ROI: 705%

Direct Mail Design Revisions:

- Customized card for seasonality
- Used lever copy in lieu of direct offer
- Included a call-to-action next to the phone number

Custom postcard designs stand out from the stacks of mail. And when different designs are tested and tweaked based upon results, you'll improve your ROI every time

8 VARIABLES TO GUARANTEE SUCCESS:

VARIABLE #2: PRINTING QUALITY

Think about a time when you have received a flimsy business card or a limp handshake. On a psychological level, this communicated weakness about the person or business. That's why it's paramount to use thicker paper and top-notch printing with your postcards. People psychologically transfer that feeling of quality from the postcard printing to the level of quality of your dental practice and services.

Quality is communicated in a blink of an eye, so it's important to use top-notch printing services using quality materials.



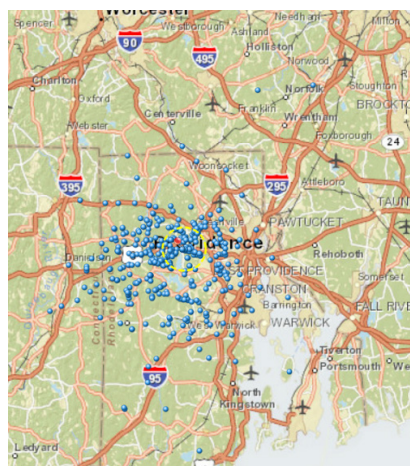
VARIABLE #3: MAILING LIST

Some practices just drop the postcards in the mail, but if you don't target the right people, you won't get the right patients. So where and who to target? Proximity and accurate demographics are crucial to ensure lead conversion (the amount of people receiving the postcard converting into phone calls or requests for appointment). Not having the right Mailing List could spell failure for the campaign.

We established a specific demographic for the mailing:

- Located within 3-5 miles of practice
- Above-average income and single-family homes; and
- Avoided closer areas separated by a lake

Using our proprietary software, DentalMarketing.net created a Marketing Heat Map to discover the saturation of current patients and the demographics of the area surrounding the practice. For example, DentalMarketing.net used the Marketing Heat Map to determine what areas respond well and poorly to their past marketing efforts, used demographic data to customize the message for certain geographic areas and identified physical landmarks that could create mental barriers between potential patients and their practice (i.e. being on the other side of a major interstate). DentalMarketing.net also identified competitiveness in the area (i.e. why don't new patients come from the south?).



Target **3-5**
within
miles near the practice!

Targeted demographics mean high success rates.

8 VARIABLES TO GUARANTEE SUCCESS:

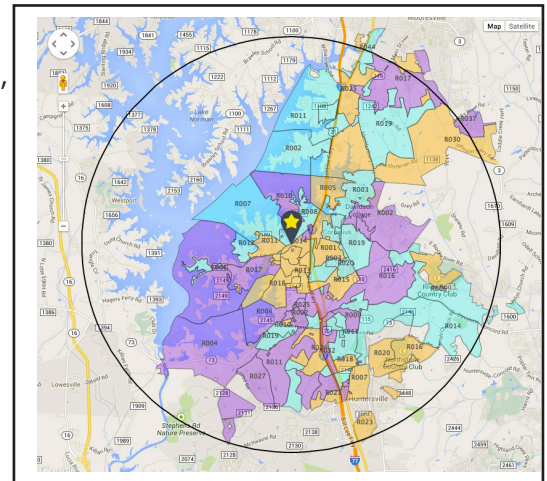


VARIABLE #4: EXCLUSIVITY

DentalMarketing.net created a map (below) of 30,000 households meeting the criteria from Variable #3: Mailing Lists, discussed previously:

- Single-family dwelling units;
- Above-average income; and
- Located within 3 to 5 miles of practice.

Once the mailing area was solidified, DentalMarketing.net mailed no other campaigns within that area—thereby reducing the amount of direct mail offers that potential patients in the area received. In fact, all current DentalMarketing.net customers maintain their exclusivity.



Exclusivity is crucial and means better visibility of the postcard in the patients' mailboxes.



VARIABLE #5: TIMING

Targeted demographics and top-notch postcard design are paramount for successful mailings. However, the best mailing will fail if no one reads it. Timing is key!

We made sure potential patients received mailings on the best days possible—the days proven to have the highest response rates. In this case, -postcards hit homes early in the week—resulting in higher visibility rate and tremendous conversion.

Remember, the difference between salad and garbage, is timing. Timing is everything!



8 VARIABLES TO GUARANTEE SUCCESS:

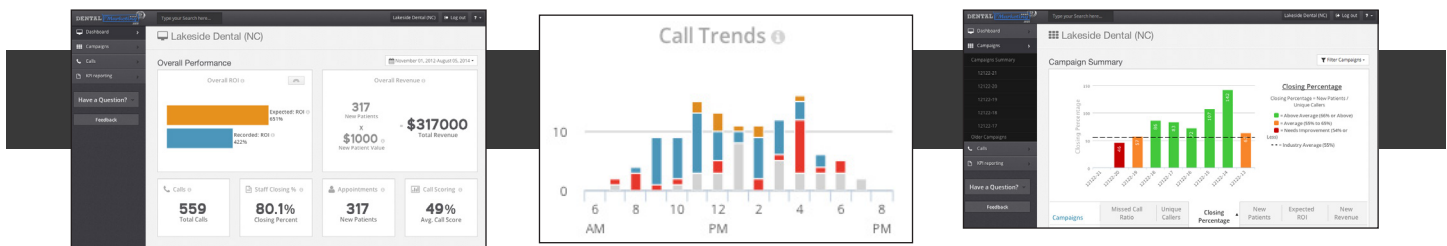


VARIABLE #6: ANALYTICS AND CALL SCORING

Within 24 hours of cards hitting homes, DentalMarketing.net was Scoring and monitoring calls using key performance indicators. DentalMarketing.net listened to and graded every call generated by the practice's mailings to document the quality of the inbound leads, effectiveness of the postcards' offers and the ability of staff members to convert calls into patients.

They had instant 24/7 access to all of this valuable information through DentalMarketing.net's Practice Dashboard. Using this innovative technology, the doctors could listen to calls, review staff performance and compare results of different campaigns.

Actual Practice Dashboard



When Lakeside could evaluate their staff with key performance indicators, they were ready to coach staff how to better answer phone calls and convert calls into patients.

VARIABLE #7: COACHING & TRAINING

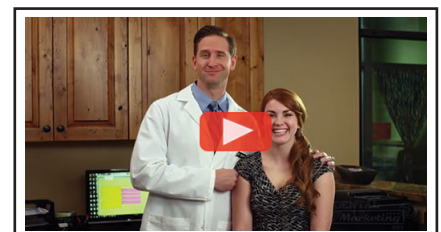


Once enough data and staff performance was tracked and scored, DentalMarketing.net began to refine the campaign through a series of staff Coaching and Training videos.

First, the DentalMarketing.net team listened to calls and identified areas where the front staff members could improve their ability to schedule new patients and assigned training accordingly. As the staff participated in the trainings, they consistently improved the amount of patients they scheduled, thus maximizing each mailing's performance.

DentalMarketing.net also analyzed factors unrelated to staff performance. For example, the design/messaging of the card, mailing area and demographic were constantly evaluated to ensure maximum success of each mailing.

Videos and instruction guarantees the practice succeeds.



8 VARIABLES TO GUARANTEE SUCCESS:

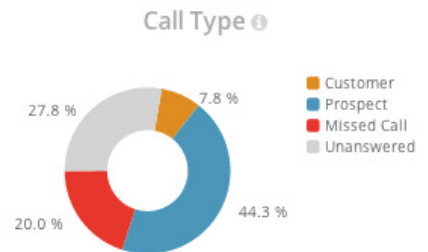


VARIABLE #8: NOTIFICATIONS OF MISSED CALLS

In addition to 24/7 access to the Practice Dashboard, DentalMarketing.net sent Notifications to the doctors when they missed a call so their staff had chance to return those calls. Anytime a call was missed, the moment the caller hung up, a Missed Call Alert was emailed to the staff so they could call them right back and set the appointment.

The result? These Missed Call Alerts alone on average contribute to 33% more success with mailings.

24/7
access to reports & call data



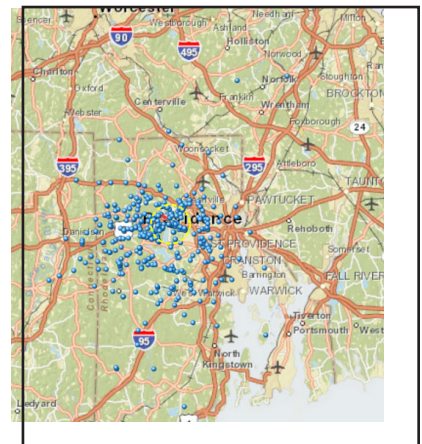
THE SUCCESS KEEPS GETTING BETTER

After 20 months of using DentalMarketing.net, our customer has continued to grow its practice through our one-of-a-kind direct mail marketing. They have generated hundreds of new patients and the combined total of 20 mailings has recorded an overall ROI of 431%. The program has been so effective, they are using it for one other office and recently added a third campaign for a start-up office near by.

Take The First Step Toward Your Success

You have a choice – to keep doing mailings how everyone else does them, or to do them like us. If you're really serious about getting new patients, then this is the ideal first step - the Marketing Heat Map. With the Patient Plot Map and Mailing Analysis, you'll

- Learn what areas are responding well and poorly to your current marketing efforts.
- Know where to direct future advertising campaigns.
- Identify physical landmarks that can create mental barriers between potential patients and your practice.
(i.e. being on the other side of a major interstate)
- Identify the competitiveness of your area.
(i.e. why are no new patients coming from the south? Maybe Mr. Smiley Dental is taking all of those customers?)



Request a Free Marketing Heat Map & Demographic Analysis Today!



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