



## Direct Mail Marketing for Dentists Where to Begin and What to Expect

According to Derek Naylor, author of Fundamentals of Dental Marketing, a new potential lifelong patient is worth up to \$22,000.

An average new patient will spend \$800 during their first year at your practice.

A new patient is big business.

New patients just don't walk through the door; you must reach out to them, let them know who & where you are, engage them and bring them into your practice with an attractive offer.

For years Direct Mail has been one of the most successful methods of advertising and marketing for any Dentist.

Whether your goal is staying up-to-date with current patients, getting back in touch with former patients, or attracting new patients - Direct Mail is a proven method to reach them all.

Direct Mail can serve as a foundation for your marketing efforts and you can blend in other mediums, including on-line display ads and advertising on Facebook or Instagram at the same time to increase response effectiveness.

Winning Direct Mail is a science, and we can help your practice generate more dollars than ever before by using it to attract new patients.



*A new patient is not just an individual*

## What goes into a Direct Mail Campaign?

An easy way to look at it is the 40-40-20 Rule.

- 40% is using the right list and targeting the right audience
- 40% is the Offer - remember, match your offer to your list
- 20% is the Creative –Copy, Graphics, mailer size & shape

These are the three main components of every successful Dental Marketing campaign.

You need to use the right mailing list. This is the key to reaching the right people for your practice. We'll discuss in depth on the next page.

On the Creative side - your mailer needs to stand out from the other dentists in your area; maybe size or shape or lumpiness of the envelope. What about a cursive font for the address? What about personalization?

The marketing Message needs to match the list. If you are reaching out to New Movers, let them know this special offer is only for New Movers. If this is a mailing to Parents whose kids are Turning 1, let them know you are reaching out to them for Baby's First Appointment...and that you have everything they could want to make their child feel safe and comfortable.

The Offer – it needs to be solid. It needs to make people want to pick up the phone and call YOU. Free bitewing x-rays is not a winning offer. It may be valuable from your point of view, but it's not something that will make a prospect jump up and down.

Consider free teeth whitening, a non-invasive gum treatment, a convenient evening consultation, a special value new patient package.



*Every Dental Practice needs to differentiate itself. Direct mail lets you highlight why your Practice is the one to choose.*

## The Mailing List - Reaching the Right People is Key

### Trolling Your Own database for Former/ Lapsed Clients

If you're mailing to your existing or old clients then the list will cost you nothing. You will want to have the list processed through the National Change of Address database to clean up the addresses before using, and save yourself from wasted printing & postage dollars.

Other options include appending your customer list with new marketing data – such as email address, so you can contact your customers in more than one medium

### Enticing New Patients to Your Practice

Most Dentists will tell you their best form of Advertising is word of mouth. We all love word of mouth referrals and agree that there is nothing better...but eventually, we run out of friends and relatives and their friends and relatives. New patients need to come from somewhere,

Direct Mail has been proven time and time again, to be a big generator of new patients. And, nowadays, combining a direct mail campaign with other channels, including social media and local advertising, outperforms all other marketing mediums.

Ask yourself this - how would a newcomer to your area even know about your practice unless you put the name of your practice in their hands? That's why the # 1 list for Dental Marketing is New Movers.

After all, without continuously reaching out, you will not continuously bring them in.

### Top Dental Direct Mail Market Segments:

- New Movers
- Households age 30-60, address to female in HH
- Parents with Children Turning 1 (for Baby's First Checkup)
- Parents with Children Turning 7 (for Child's First Orthodontic consultation)
- Cosmetic Dentistry Prospects
- Restorative Dentistry Prospects



## The Dollars

How much will a direct mail campaign cost you and how much will it return?

### Mailing List

There are 2 types of mailing lists used in Dental Marketing, on-going hotline or Trigger lists like New Movers and Demographic Consumer lists where we are selecting by age/income/gender, other characteristics.

#### Cost for a New Mover list

- 250 New Movers: \$60.00 per month
- 500 New Movers: \$90.00 per month
- 1000 New Movers: \$160.00 per month

Price includes the formatting and emailing the list to you.

#### Cost of Mailer and Postage<sup>1</sup>

There are a lot of options for you to choose from regarding your actual mail piece, including a size, color, paper quality, postage type, etc.

For the sake of our illustration, let's use some standard pricing, based on 8.5x5.5 oversize postcard, mailing list merged and printed with the art, full color front and back, high gloss UV coating both sides.

These prices would be "out the door"...and you can use this to estimate your own costs.

- Quantity of 250 - 0.73 each, with standard postage 0.84 using 1st class pre-sort postage
- Quantity of 500 - 0.64 each with standard postage, 0.74 each using 1st class pre-sort postage
- Quantity of 1,000 - 0.62 each with standard postage, 0.72 each using 1st class pre-sort postage

Note: The prices do not include tax or any discounts.



*This over-sized postcard will stand out from the crowd!*

*You can modify the offer.*

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<sup>1</sup> Cost of Direct Mail provide by Smart Practice Dental Marketing

## Return on Investment

Traditional response rate for a Direct Mail Campaign can range anywhere from .05% - 2%.<sup>2</sup> Testing, & tweaking, testing and tweaking again, then re-testing & re-tweaking will only increase your response rate.

Make sure you test consumer response to the Offer. That is a key component of your program.

Using all the values and prices from above, let's calculate the ROI on a Direct Mail Campaign to New Movers over a 12 months period.

For the purposes of this illustration, I will do the math using a campaign response rate of .05% and a lifetime patient value of \$15,000 instead of \$22,000, so you can get an idea of the kind of profit your practice can generate with a basic New Movers campaign.

I am also using the lowest value of a new patient and response rate to show you the possibilities of growth for any campaign

- Mailer and Postage Cost:  $250 * .73 * 12 = \$2,190.00$
- List Cost:  $\$60.00 * 12 = \$720.00$
- $\$2,190.00 + \$720.00 = \mathbf{\$2,910.00}$  Total Cost over 12 months

Over the 12 months you would have sent out 3000 mailers. Based on a .05% response rate, that would be equivalent to 15 responses.

***If only 1 out of the 15 response becomes a new patient, using \$15,000 for the lifetime value, that Direct Mail Campaign would make you a net value of \$11,760 over the lifetime of a patient*** (The net value is calculated after the expenses of the mail program).

If 4 out of those 15 responses only become patients for 1 year, then your practice is making a profit on your initial Direct Mail Campaign and that does not take into consideration lifetime value.

Mail...and reap the rewards!

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Dataman Group Direct has been providing marketing lists for Dental Practices for 33 years. Visit the [Healthcare marketing section of the Dataman Group website](#) for additional information.

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