

CAMBRIDGE

DENTAL PRACTICE CONSULTANTS



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DO IT YOURSELF DENTAL MARKETIG POSTCARDS

1. Mailing options

a. **Every Door Direct Mail (EDDM)**: When sending 5,000 or less pieces a day, use “EDDM Retail”. A mailing or bulk permit is not needed. No mailing list required. A Simplified Address is used that will look something like this:

*****ECRWSS****
Postal Customer
City, State 5-Digit ZIP Code

You can do an EDDM mailing yourself or outsource all or part of the process.

Since EDDM is not targeted other than location, **volume** and **frequency** is important however try to only target **postal routes with \$40,000+ household income**.

b. **Targeted mailing**: Identify the demographics of the patients you want to target. Examples:

- New movers
- Household income above \$40k or higher in more affluent area
- Homeowners with one or more children
- Within your drawing area

Targeted mailing lists are typically pricey. Recommended vendor: directmail.com

2. Response rate

Anything above a 3% response rate is excellent. In a competitive market you will be lucky to get 1% response.

3. Design

Do a Google search for “Dental Postcards”. Click the Images Tab for ideas. You can design your own postcard, outsource to a local marketing person or use one of these affordable design services: VistaPrint or Fiverr

Tips:

a. Use the **LARGEST** card size USPS allows.

- b. Include your logo. If you don't have a logo, check out [VistaPrint](#) or [Fiverr](#). They both have affordable logo design services.
- c. Use a glossy, bright **Green** card stock. Yes, I know it's horrible but, **many** swear by it.

4. Content suggestions

- a. New patient exam and cleaning offer
- b. Bullet points: comfortable, modern office, etc.
- c. \$100.00 coupon (new patients only). Always include an expiration date.
- d. Implants
- e. Family oriented

5. Printing

[Uprinting](#) or [Gotprint](#)

6. Frequency

- a. You are better off mailing to 1000 people 3X versus 3000 people 1X.
- b. Do three mailings, one every six weeks, then evaluate results.

7. Tracking

- a. If your website domain name is hard to remember buy an easy to remember domain name and point (forward) to your actual website. This also allows you to track web site results with Google Analytics but, even if you already have an easy to remember web site domain, get with your webmaster to work out tracking website visits generated from the postcard.
- b. Use a specific phone number.
- c. If your postcard contains an offer, the offer should be unique to the postcard.
- d. Front desk must log where each new patient call or inquiry comes from, the patient's name, if the patient scheduled and later arrived.

8. ROI

- c. Google Reviews boost ROI.
- d. ROI is heavily dependent on the skill of the team member handling New Patient calls and the overall New Patient Experience.

9. Additional research

If you want to do additional research on vendors this Dental Town blog post is a good place to start : [A Review of 10 Direct Mail Providers \(Including Pricing\)](#)