

TARGETED MINI-ZINE (11x17) MAILER OVERVIEW -

The Mini-zine is perfect to ensure you stand out amongst all the other mailers. It is the size of a magazine and designed to mimic the marketing strategy of most popular magazines. This increases the likelihood that it will get the attention of your target audience. The Mini-zine will be branded to your practice and the 11x17 size provides a lot of real estate to convey a meaningful message and is perfect to sell high-end services such as Dental Implants.

We will track and record the phone calls for each mailing, and grade each call based on how well the call was handled per the call conversion training (included separately). This allows for a maximum conversion rate and leads to more accurate results tracking.

The Mini-zine will be targeted and tracked to specific demographics by sub-zip (Think of neighborhoods within zip codes). Direct mail is an effective and relatively quick way to increase new patient counts. When measured over a 5 year period, direct mail returns a profit over 80% of the time.

WHAT'S INCLUDED:

- 5,000 Branded Mailers per Mailing
- 11x17 size (8.5x11 folded)
- Targeted by sub-zip
- Pricing and Offer Strategy
- Professional copywriting
- Professional graphic design
- Call Tracking
- Monthly Call Grading
- Call Conversion Re-training Based on Results
- Tracking by sub-zip

Mini-zine Mailer Samples



GROWTH IMPACT

- Increase new patients