

TARGETED POSTCARD (6x11) MAILER OVERVIEW -

Targeted postcards are a proven commodity in practice marketing. Each is strategized with 3 offers to maximize effectiveness. One offer for insurance patients, one for fee for services patients and a time sensitive bonus offer to improve response. Your strategist will work with you to determine the most effective way to design your postcards.

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 postcards 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
- 6x11 Extra large postcards
- Targeted by sub-zip
- Pricing and Offer Strategy
- Professional copywriting
- Professional graphic design
- Call Tracking
- Monthly Call Grading
- Call Conversion Training (Phone Answering Skills)
- Re-training Based on Results
- Tracking by sub-zip

Postcard Samples



GROWTH IMPACT

- Increase new patients