

Maximize Your Reach: The Power of Direct Mail Marketing

by Nikki Myers

In today's competitive landscape, marketing dental offices effectively involves making smart choices. Digital advertising has expanded its reach across various generations and local communities. For example, restaurants can time ads to appear around 4:30 PM, targeting those deciding on dinner. Similarly, a dental office might run ads during spring ball season on Saturday afternoons, promoting emergency appointments for sports-related injuries. However, in a digital age where most marketing efforts are online, direct mail stands out as a unique and effective strategy. It allows you to introduce or reintroduce your dental services, share promotions, and communicate with multiple people in a targeted geographic area in a way that digital methods can't replicate. The answer lies in good old-fashioned direct mail, specifically postcards.

Why Postcards?

Direct mail offers higher delivery rates than email, making it a reliable marketing strategy. The post office ensures accurate delivery to verified physical addresses, reducing undelivered pieces. This reliability is a key advantage over email marketing, where not all patient records have correct email addresses. Physical addresses are more reliable for consistent contact.

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Postcards engage multiple senses—sight, touch, and sometimes even sound and smell—making them more memorable than digital ads. According to Patient News, recall rates for direct mail are 70% higher than for digital ads. Unlike fleeting digital content, postcards leave a lasting impression, instilling confidence in the effectiveness of your marketing materials.

Higher Open Rates: Direct mail boasts an open rate four and a half times higher than email. Recipients are more likely to read a postcard than open an email, increasing the chances your message is seen.



Designing a postcard is easier than you think. It should be compelling with eye-catching photography and color, follow your dental office's brand logo and colors, and have a compelling call to action. Don't know where to start? You can get ideas for a do-it-yourself postcard in programs like Adobe or Canva.com. Or reach out to an expert with direct mail experience. Check out freelancer websites like fiverr.com and upwork.com. If you currently use an email platform for regular emails to your clients, they may have a resources section for freelancers.

Once you have your postcard, you need to have a printer. Search for a local print shop in your area. Local printers know the neighborhoods nearby. They can suggest the best times to mail seasonal promotions and help you make the most of your printing and postage options.

The United States Postal Service's Every Door Direct Mail is a way to reach every residence and business in a designated area. Use the [usps.com](https://www.usps.com) website to designate a geographic area, pay the low postage for the number of addresses you are going to deliver to, and drop off the postcards at your local post office. The mail carrier will include your mailer with the mail at every door. Go to <https://www.usps.com/business/every-door-direct-mail.htm> for details on design requirements and size. When searching for a print shop in your area, ask if they have done EDDM previously. There are specifications for the postcard when using this option.

(CONTINUED ON PAGE 3)

*What They
Say about Trojan*

Adelia, Front Desk

I really appreciate having this service for our office. I am available to proceed with my day more efficiently. Great training experience.

Minuteman Press franchises have websites that allow you to upload your postcard (or use their templates) and mailing list and complete your order all in one place. If you want to turn all of it over to a company with years of experience in direct mail, check out postcardmania.com.

Maximizing Direct Mail Impact

Direct mail will drive traffic to your website and social media and prompt Google searches. Ensure these platforms are ready for increased visibility.



Google Business Page:

Be sure to claim your Google business listing. Update it regularly (quarterly, at the very least). You can list holiday hours and post updates as you would on any other social platform. Here is where you want inviting photos and descriptions of your friendly staff and inviting office space.



Social Media:

Set up a Facebook business page and post consistently (2-3 times per week) on Facebook and Instagram. Studies show that 60% of people who look you up on Google will visit your Facebook page before deciding to visit your location.

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Trojan Today provides a forum for industry professionals to offer a diversity of information and to provide ideas and suggestions in the area of dental practice management. These articles are meant to be informative and do not necessarily represent the opinions of Trojan Professional Services, Inc.

Ask the Consultant

Answer by Katheleen Johnson

Q:

I want to know the proper code to use for a Stainless Steel Post?

A:

D2954 - PREFABRICATED POST AND CORE in addition to crown the post might be composed of various metals such as stainless steel or titanium.)



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Website Refresh:

Regularly review your website. Keep it engaging and informative. Have you updated your lobby, operatories, or lab room? Update the photos on your website and share them on social media. Show your commitment to the latest technology and share your work environment.



Prepare Your Office Staff:

Is the Call to Action on your postcard accompanied by your phone number in large font? If you expect to have increased calls to your office, prepare your front-line phone staff for inquiries about the advertised special or procedure. The office staff should know when the postcard was sent and its content. During a routine hygiene visit, a current patient may have seen the postcard and have questions. Create and practice scripts. "We're excited about the new cosmetic procedure. Talk to reception when you make your next appointment on your way out. They have all the details."

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TROJAN'S DENTIFI

INSURANCE VERIFICATION
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30-DAY FREE TRIAL



Track Your Response:

Have a process in place to track the response to your mailing. Your call to action might include bringing in the postcard for a special offer. A unique landing page listed on the postcard (or more conveniently linked to a QR code) will let you know how many who received your postcard took an extra step to learn more about you.

Direct mail marketing is a sure way to get your marketing message to a particular geographical area. Dental offices in a primarily commercial area can let employees of those businesses know they have late-day appointments that are perfect for getting your teeth cleaned before going home. Your call to action may be, “Share this postcard and the discount code with your employees.” Are 90 % of the addresses around you residential? Send a postcard directed to families. Offers and how you present them in direct mail are numerous. Get ideas from your dental office staff for quarterly promotions. Decide if you have the time and motivation to plan the postcard and do the leg work to kick off a great direct mail campaign. Or turn all of your ideas to a designer and direct mail expert. Direct mail has a proven record of building brand awareness and bringing new patients to dental offices when done correctly.

Nikki Myers is the Marketing Coordinator for Trojan Professional Services. She has been with Trojan for 17 years, and the Editor of Trojan Today since 2022.

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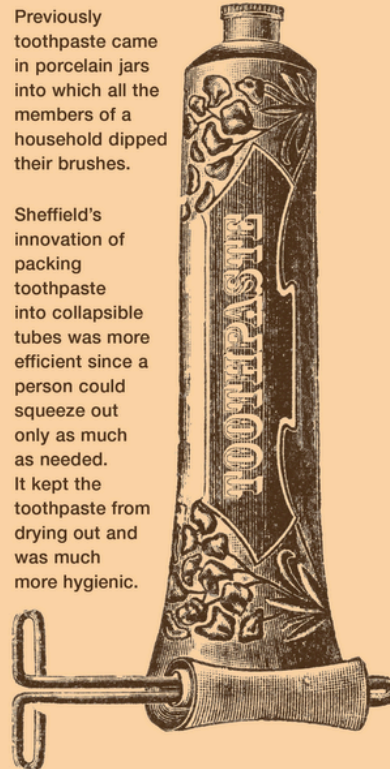


**FUN!
Fact**

In 1892, acting on a suggestion from his son, who while studying in Paris had seen artists using paint squeezed from metal tubes, Connecticut dentist Washington Sheffield, found a way to do the same thing with toothpaste.

Previously toothpaste came in porcelain jars into which all the members of a household dipped their brushes.

Sheffield's innovation of packing toothpaste into collapsible tubes was more efficient since a person could squeeze out only as much as needed. It kept the toothpaste from drying out and was much more hygienic.



Accelerating dental practices to excellence by providing services that increase case acceptance, production, collections, and profit.



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