

MARKETING

That Leaves You With A Smile

Better Marketing Solutions for Your Dental Practice

Let us show you how Mspark and the power of integrated direct mail can help achieve your marketing goals. Engagement with the mailbox is at an all-time high.



spent sorting, opening and reading mail daily



look forward to checking their mailbox each day



increase in daily mail engagement since March 2020



of dental patients responded to an ad in the mailbox in the last 12 months



Direct Mail Solutions That Help Your Practice Grow:

IMPACT POSTCARD

- 1-1 loyalty and acquisition messaging in one mailing
- Build awareness and brand consideration
- Personalized for higher engagement and response

QUICK RESPONSE NEW MOVER PROGRAM

- Reach new movers in just 2-3 days
- Subscription based program — set it & forget it
- Establish brand and credibility before your competition

TARGETED INSERT

- Low cost, high ROI
- Maximize budget and extend reach
- Target your ideal consumers in-need of your services or products

ADDING DIRECT MAIL TO ANCHOR YOUR INTEGRATED, MULTICHANNEL MARKETING CAMPAIGN

Increases Awareness and Response

PRINT + DIGITAL INTEGRATION



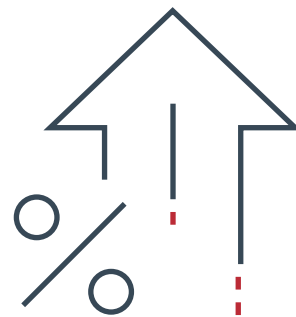
Advertisers achieve a **33%** lift in unaided ad awareness when print is integrated with digital campaigns vs. digital-only campaigns.



When print is paired with digital media, advertisers see as much as a **30%** increase in response.

Print drives **11%** purchase intent compared to only **4%** with digital alone.

That's a **175% INCREASE** when anchoring your digital campaign with print!



Success Story

See How Our Shared Direct Mail Has Helped Dental Practices Like Yours Drive Traffic & Increase ROI:

DENTAL

OBJECTIVE:

Hartley Bridge Family Dentistry moved to a new location in Macon, GA and turned to shared mail to help them grow as the dominant dental practice in the area.

MEDIA USED: Impact Fixed Postcard

OUR APPROACH:

- Saturate key ZIP Codes around dental practice, reaching 12,500 households
- Utilize Impact Fixed Postcard to introduce the new location in the marketplace and increase new appointments

OFFER:

\$99 New Patient Special (includes Exam, XRay and Standard Cleaning)

INITIAL MAILING RESULTS:

100 NEW PATIENTS

Acquired within 2 weeks after the in-home date

"We have seen great results... and it's only the 13th! Thank you so much for everything!"

— Dental Practice Office Manager

Our Leading Dental Partners Include:



And Over 100 Other Dental Practices Across The Country

Sources: 2020 AudienceSCAN Study of U.S. Adults, SalesFuel; USPS Consumer Mail Moments Spring 2020; Millward Brown Print Campaign Analysis, Connecting for Action - Canada Post Neuroscience Report

ABOUT MSPARK

Since 1988, Mspark's comprehensive data-driven insights on consumer behavior have helped our clients access and activate the target audiences they want to reach. We take pride in being a trusted advertising partner to more than 3,000 clients, driving cost-effective, measurable results through national reach (116+ million households), precision targeting, and integrated campaigns.

www.mspark.com

READY TO GROW YOUR BUSINESS?

