

PROFESSIONAL  
SERVICES  
**CASE STUDY**

**DRIVE TRAFFIC TO NEW  
PRACTICE LOCATION**

► **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 Postcard

**MSPARK APPROACH:**

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

**OFFER:**

- \$99 New Patient Special (includes Exam, X-Ray 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 13<sup>th</sup>! Thank you so much for everything!”*

- Jordan Martin, Office Manager



PROFESSIONAL  
SERVICES

# CASE STUDY

ACQUIRE CUSTOMERS &  
INCREASE SALES

► *Objective:*

A local dental practice turned to shared mail to attract new patients.

► *Media Used:*

Impact Postcard

## MSPARK APPROACH:

- Target key ZIP Codes around their location reaching approximately 16,000 households per date
- Mail 5 consecutive in-home dates to generate awareness
- Utilize aggressive “\$89 new patient special” on stand alone postcard product

## RESULTS:

- **50+ new patients** acquired across all mailings
- **\$12,000+ generated in incremental revenue** from additional services new patients received outside of special offer
- Impact Postcard success resulted in an additional 6 months of frequency

# NORTHCUTT DENTAL CASE STUDY

CREATE AWARENESS &  
DRIVE NEW BUSINESS

## ► *Objective:*

Looking for a cost-effective solution, Northcutt Dental turned to shared mail for 6 locations that were needing to grow their business and encourage repeat visits.

## ► *Media Used:*

Impact Postcard

## MSPARK APPROACH:

- Utilize frequency by mailing 19 in-home dates over an 11 month period between all 6 locations
- Target specific ZIP Codes around locations to drive business
- Mail a high visibility, high readership piece reaching approximately 79,000 households

## OFFER:

- \$69 New patient exam, cleaning and necessary x-rays

## RESULTS:

- First in-home date, for one location brought in **4 new patients**
- After 3<sup>rd</sup> in-home date, two locations had **completely booked all new patient appointments**
- New patients are becoming long-term patients

