

GUIDE TO DIRECT MAIL

DENTAL CATEGORY EDITION

A Comprehensive Guide to Targeting, Design, Copy, Offers, and ROI



**FAMILY DENTIST
IN ABBOTSFORD**
A Gentle Approach in Family Dentistry



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FAMILY DENTAL**

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- Invisalign®
- Veneers & Composite Bonding
- Wisdom Teeth Extraction
- Night Guards
- Restorative Procedures

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**SCAN HERE TO
SEE SAMPLES**



DEFINING DIRECT MAIL

Any truly comprehensive modern marketing strategy needs to incorporate direct mail. But what is direct mail exactly, and how does it work?

WHAT IS DIRECT MAIL MARKETING?

Direct mail marketing involves sending marketing materials (such as postcards, brochures, or coupons) to a targeted audience via traditional mail. It's a physical, tangible form of marketing that lands directly in the hands of potential patients.

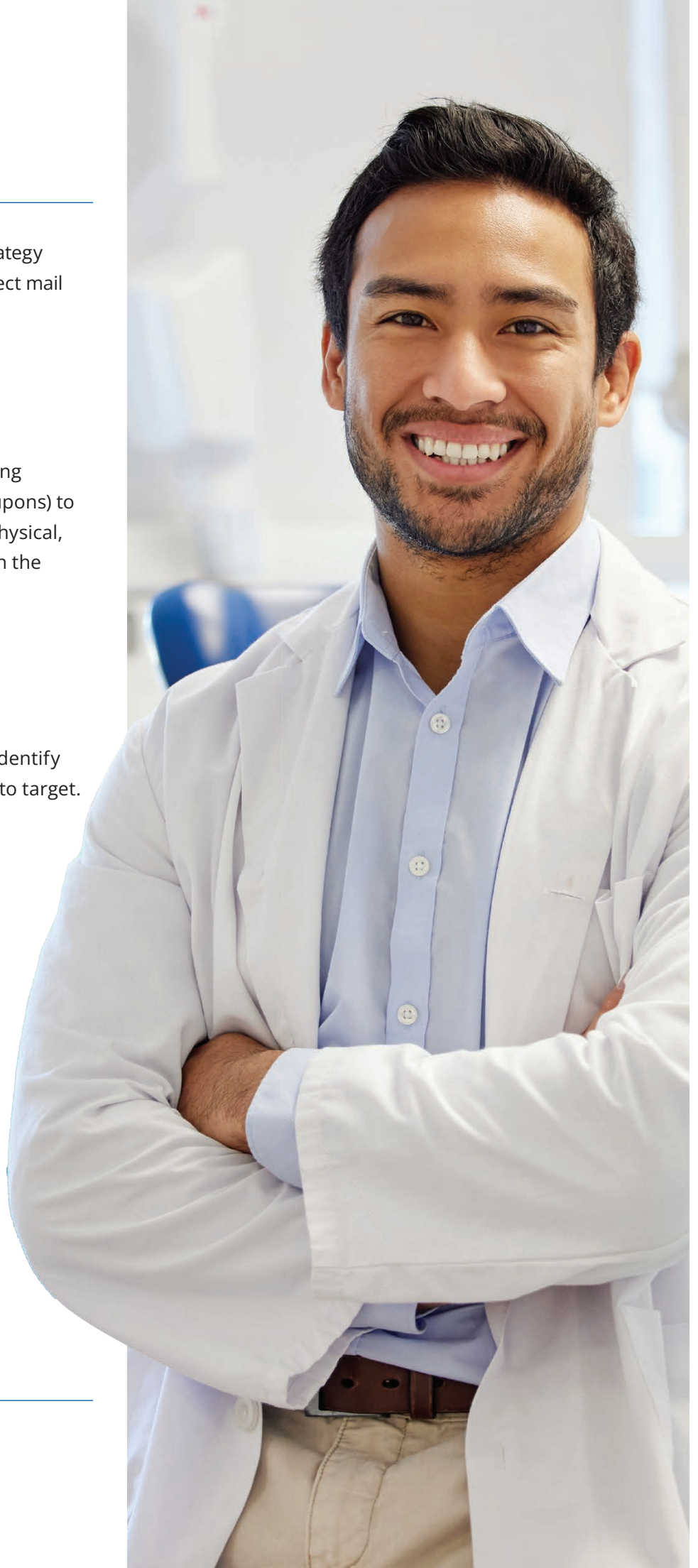
HOW DOES DIRECT MAIL MARKETING WORK?

Your partner at Smile mail Marketing will help identify the right time and the most effective audience to target. Success requires:

-  **A compelling offer**
-  **Eye-catching design**
-  **Persuasive copy**
-  **A strong call to action**
-  **Repetition**

DRMG Insight™

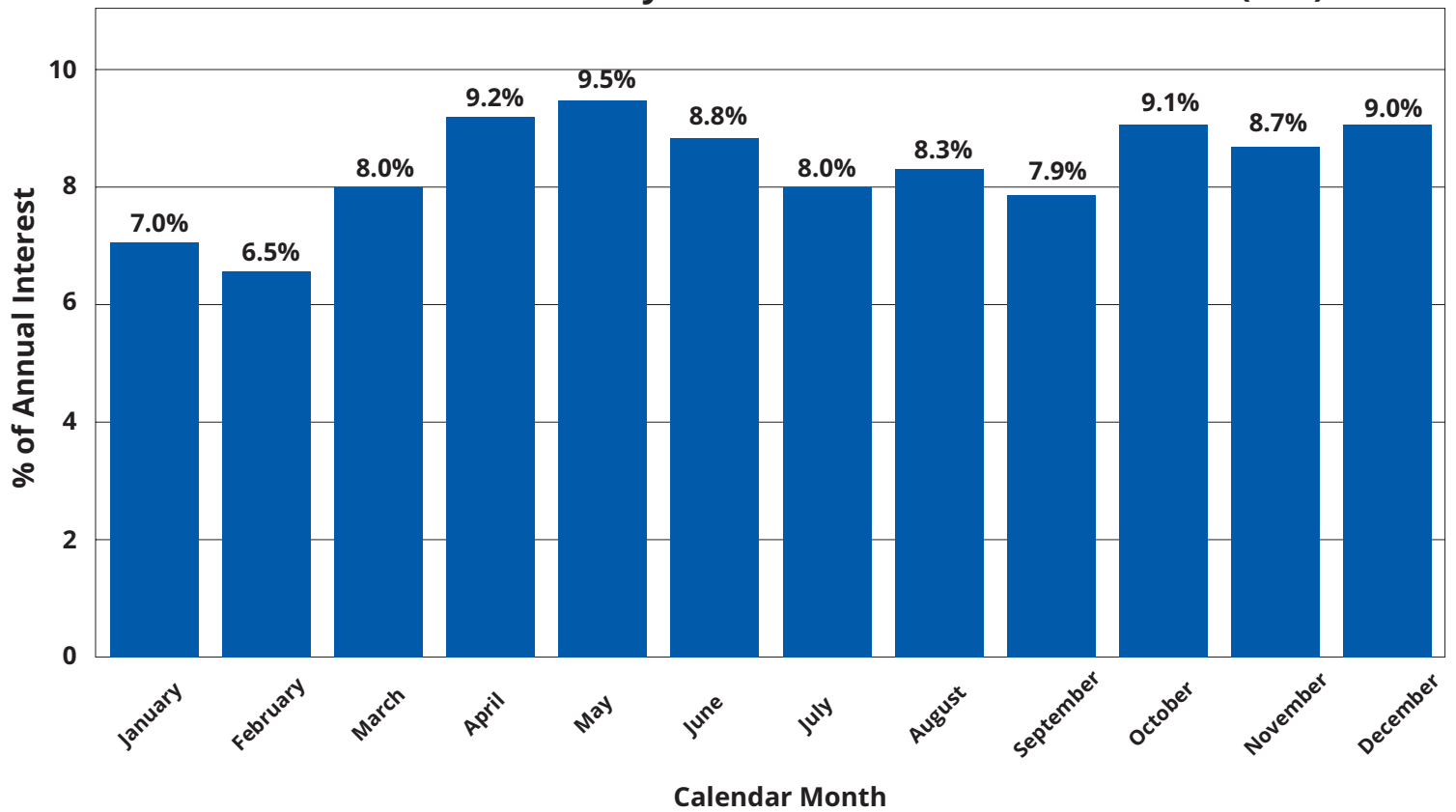
MASTERING DIRECT MAIL
DEFINING DIRECT MAIL



DOES DIRECT MAIL WORK?

Absolutely. Direct mail connects with people in ways digital marketing cannot. Potential patients hold your message, see your branding, and often keep it on their fridge or desk as a reminder. Studies show direct mail is still one of the most trusted marketing channels.

Dental Clinics – Monthly % Of Annual Consumer Interest (Est.)



DOES DIRECT MAIL WORK?

WHY IS DIRECT MAIL RELEVANT TO DENTAL PRACTICES?

Direct mail allows dental practices to:

- **Target local families and professionals.**
- **Promote specific services like teeth whitening or Invisalign.**
- **Build trust by highlighting your clinic's unique value.**

DATA

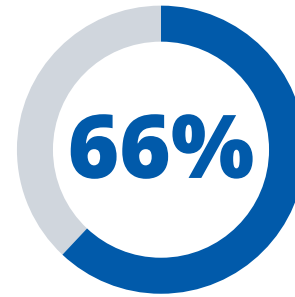
Direct mail allows you to target and personalize your marketing message effectively, ensuring it reaches the right patients. Studies show that 86% of Canadian consumers open neighborhood ad mail, increasing the likelihood of engagement with your dental practice.

Source: TNS/Canada Post, Consumers and Direct Mail, September 2013

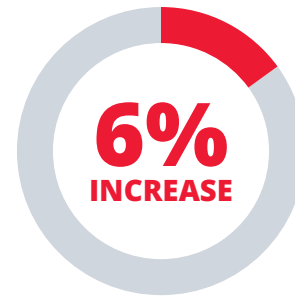
CONNECTIVITY

Incorporating direct mail into your dental marketing strategy enhances patient attention, emotional engagement, and brand recall. When combined with digital campaigns, direct mail increases the time spent on your messaging by 39% compared to digital campaigns alone, ensuring a stronger connection with potential patients.

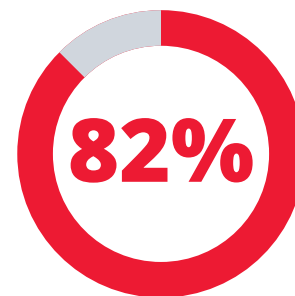
Source: Connecting for Action, 2016



of consumers choose healthcare providers, including dental practices, based on where they can use printed (paper) promotions or offers.*



This represents a 6% increase since 2019.*



of millennials use paper coupons received in the mail for scheduling healthcare appointments or services.*

**Source: Valassis Consumer Report, 2020*

WHY USE DIRECT RESPONSE MEDIA GROUP & CANADA POST

DRMG is Canada's leading Direct Mail Company. We have been helping businesses of all sizes, from local to national boosting sales and brand recognition through Targeted Direct Mail Campaigns for more than 20 years. We are Canadian owned & Canada's leading Direct Mail company delivering a wide range of neighbourhood mail, including our widely recognized Money Saver brand, regarded as Canada's most dependable publication for everyday savings and coupons.

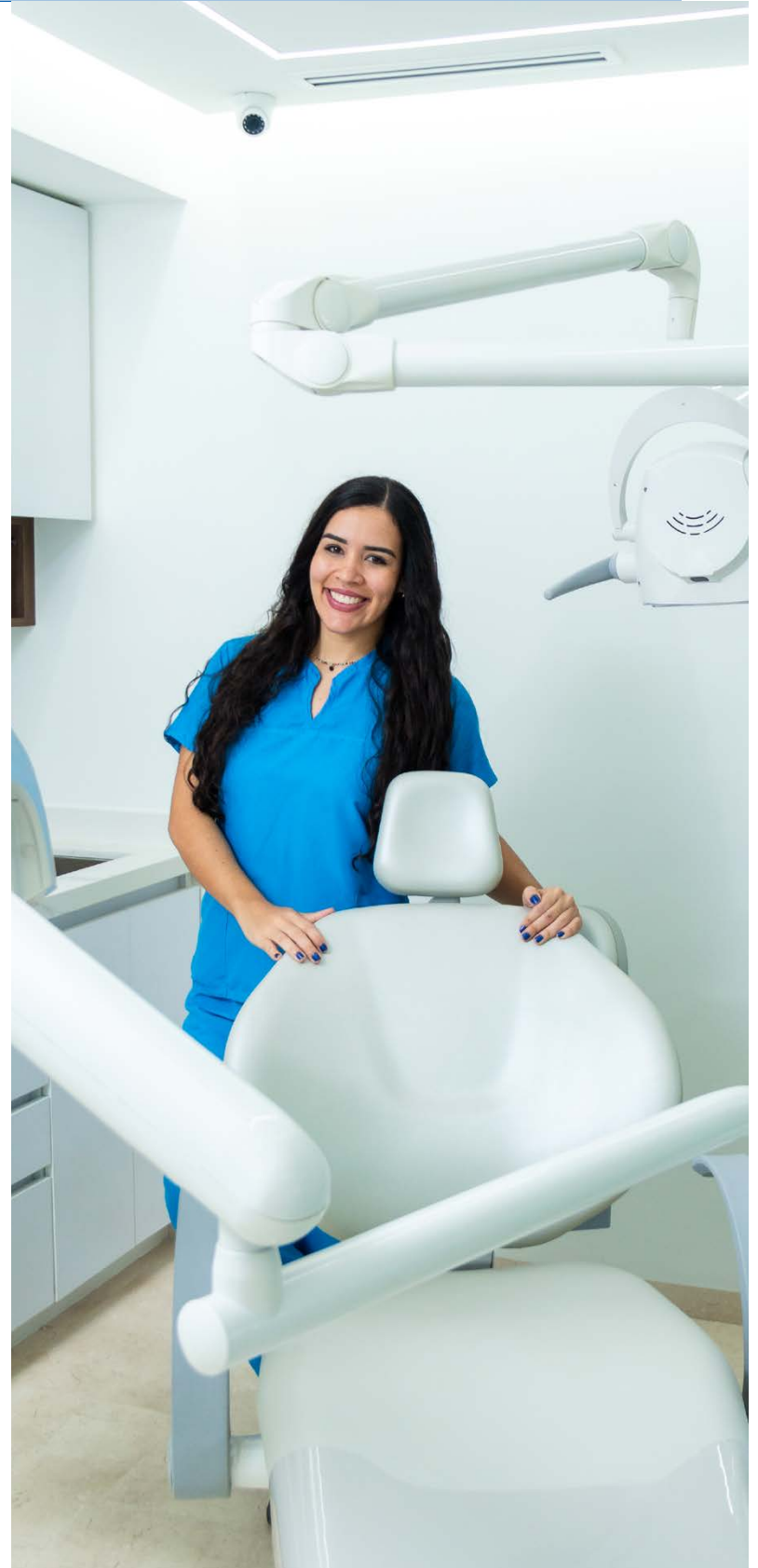
WE ARE A CANADA POST EXPERT PARTNER, AND THEIR LARGEST SHARED MAIL CUSTOMER.

As a turnkey provider, we simplify your direct mail efforts. We'll handle your entire program, from initial concept and campaign strategy to printing, precise targeting, and seamless induction into the Canada Post system.

WE EXCEL AT:

- Expertise in web-press printing
- Providing a sustainable, reliable paper supply
- Pre-press process expertise
- Mail preparation
- Logistics and distribution
- Creative Design
- Data Tracking

Ready to grow your business with direct mail? Contact us to get started! 1-888-292-3456



DESIGNING YOUR AD

When creating a direct mail campaign, thoughtful design is key. Here are some tips for designing effective dental ads:

KEEP IT CLEAN

- Use simple, modern designs that convey professionalism.
- Avoid clutter and emphasize essential information.
- Maintain a balance of white space for readability.

CONSIDER IMAGES CAREFULLY

- Use high-quality photos of your dental office, smiling patients, or your team.
- Avoid overused stock imagery—authenticity builds trust.
- Ensure all logos and visuals are clear and high-resolution.



EMPHASIZE YOUR BRAND

- Use consistent colors, fonts, and imagery that align with your practice's branding.
- Showcase what sets your clinic apart, such as advanced technology or a family-friendly atmosphere.

HIGHLIGHT CONTACT INFORMATION

- Ensure your phone number, website, and address are prominently displayed.
- Include multiple ways for patients to reach you.

CREATING YOUR COPY

Your ad copy should serve as an elevator pitch for your practice. Focus on clarity, benefits, and a compelling call to action.

USE HEADLINES EFFECTIVELY

Examples:

- "Smile Brighter Today!"
- "Gentle Care for the Whole Family"
- "New Patient Special: \$99 Exam & Cleaning"

KEEP COPY CLEAN AND CONCISE

- Avoid jargon and overly complex language.
- Highlight key points and benefits clearly.

DESCRIBE THE BENEFITS

Examples:

- Pain-free dentistry for anxious patients.
- Flexible scheduling for busy families.
- State-of-the-art equipment and techniques.

CREATE A CALL TO ACTION

- Encourage urgency:
- "Book by [Date] and Receive 20% Off Teeth Whitening"
- "Call Today for a Complimentary Consultation"

DON'T DO IT ALONE! Ask us about transforming your direct mail ideas into winning campaigns! 1-888-292-3456



OPTIMIZING YOUR OFFER

An irresistible offer can make all the difference in converting mail recipients into patients.

THE OFFER ITSELF

Examples:

- "\$500 Off Invisalign"
- "Free Electric Toothbrush with New Patient Exam"
- "\$99 New Patient Special"

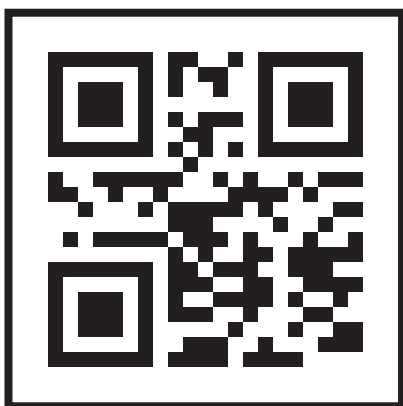
THE DISCLAIMER

- Include conditions clearly:
- Valid dates for the offer.
- Specific terms (e.g., "For new patients only").

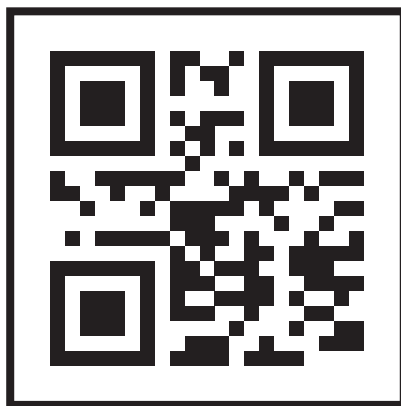
USING QR CODES EFFECTIVELY



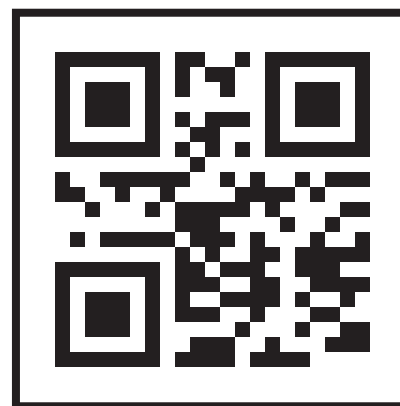
**DO NOT SCAN
TO WEBSITE**



**BOOK AN
APPOINTMENT TODAY**



**FREE INVISILGN
CONSULTATION**



HELPFUL TIPS

QR codes are a powerful bridge from your physical mail to the digital world, but their effectiveness in dental direct mail hinges on smart implementation. To maximize engagement, ensure your QR code leads to a mobile-optimized destination that offers immediate value, such as a booking a consultation or exclusive first time customer offers. Crucially, the QR code needs to be clearly visible and scannable on your mailer. Always include a clear call to action like "Scan to Book Your Consultation" to guide potential clients directly to the information they need, effectively opening a digital door to your services.



DENTAL GUIDE

Gain Inspiration from These Examples:

TOP HEADLINES

- “Your Smile Deserves the Best Care.”
- “Pain-Free Dentistry for Your Family.”
- “Now Welcoming New Patients!”

TOP OFFERS

- “Free Whitening with Your First Cleaning.”
- “\$99 New Patient Exam, Cleaning & X-rays.”
- “\$500 Off Braces or Invisalign.”

FINDING YOUR IDEAL PATIENTS

Identifying and targeting the right audience ensures your campaign’s success.

KEY CRITERIA FOR TARGETING:

- Families with young children in nearby neighborhoods.
- Professionals interested in cosmetic dentistry.
- Seniors seeking denture services.

Use data-driven targeting to reach potential patients based on:

- Demographics (age, income, etc.).
- Lifestyle and interests.
- Local proximity to your practice.

USING THE RIGHT FREQUENCY

Repetition builds trust and brand recognition. The rule of five suggests that potential patients need to see your ad at least five times before making a decision.

1. STAYING TOP-OF-MIND

Dental care often operates on regular schedules (e.g., six-month cleanings or annual check-ups). Consistent mailings remind patients to book appointments or inquire about services when they need care. Frequent exposure ensures your practice is the first they think of when dental needs arise.

2. BUILDING TRUST AND CREDIBILITY

Frequent communication establishes your practice as reliable and present in the community. Repeated exposure to your name, logo, and offers fosters trust, especially for patients who might be hesitant about dental visits.

3. ENCOURAGING ACTION OVER TIME

Some patients may not respond immediately to a single mail piece. Repetition gives potential patients multiple opportunities to engage with your practice, increasing the likelihood they'll take action.

4. SUPPORTING DIFFERENT PATIENT NEEDS

Frequent campaigns can target varied services at different times, such as:

- Seasonal promotions: Whitening for summer weddings or back-to-school check-ups.
- Educational content: Benefits of Invisalign or how to prevent gum disease.
- Special offers: Discounts for new patients or reminders about insurance benefits expiring at year-end.

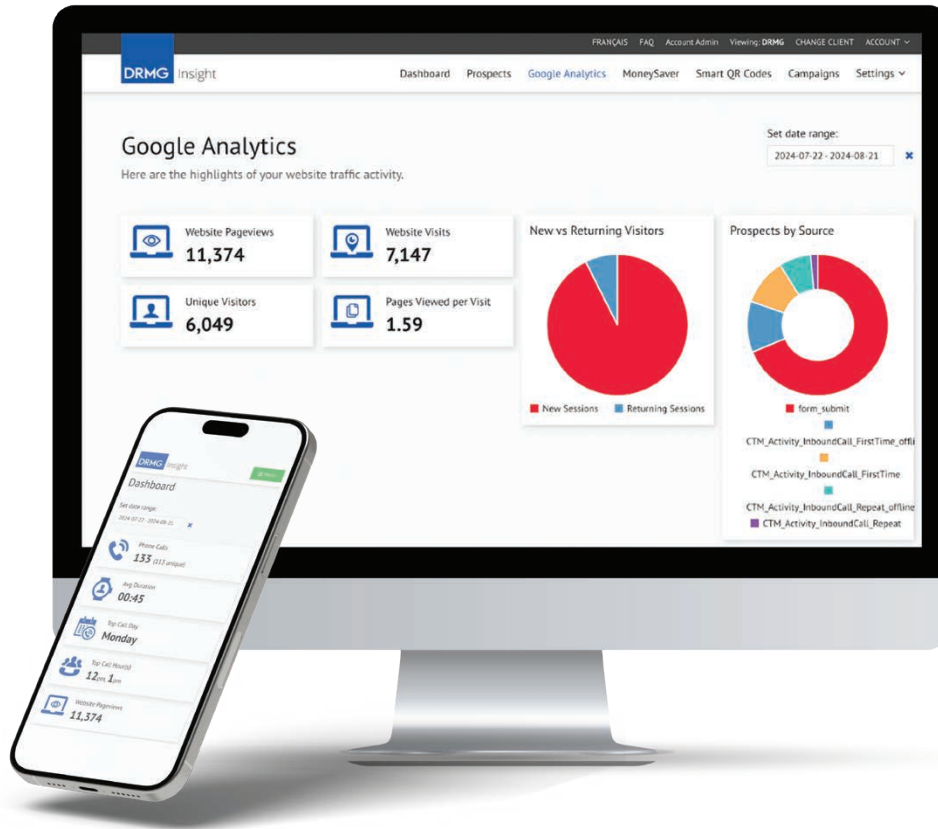
5. REINFORCING BRAND RECALL

Marketing studies suggest that potential customers need to see a brand's message at least five times before making a decision. Regular mailings ensure your practice becomes familiar to recipients, making them more likely to choose you when they need dental care.

6. OVERCOMING PATIENT HESITATION

Dental anxiety is common, and some patients delay booking appointments. Regular communication can gently nudge them with reassuring messages, testimonials, and promotions designed to lower barriers to care.

TRACKING YOUR CAMPAIGNS



Measuring results helps refine your strategy over time.



SMART QR CODE

Link to anything... engaging mobile experiences with video, chat, digital coupons, etc.



CALL TRACKING

Unique local or toll-free number on every campaign.



LEAD CAPTURE

Measure website traffic generated from Direct Mail and capture sales leads.



INSIGHTS:

- 1. Direct Mail Drop Dates:** Track specific mail drop dates and correlate them with performance metrics.
- 2. Call Volume Monitoring:** Use call tracking to measure the number and quality of inquiries.
- 3. CRM Integration:** Export leads to your CRM for seamless follow-up.
- 4. Call Recording:** Record and analyze calls to improve customer service.
- 5. Website & Form Submissions:** Collect geo and IP data from landing page interactions.
- 6. Lead Quality Assessment:** Flag leads as good or bad, and take notes to optimize campaigns.
- 7. One-Touch Callbacks:** Quickly return calls to hot leads from your dashboard.

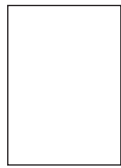
DRMG Insight™



CHOOSING YOUR FORMAT

RECOMMENDED DIRECT MAIL SIZES FOR OPTIMAL RESULTS

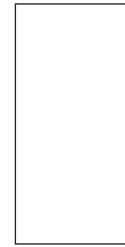
FLAT OPTIONS



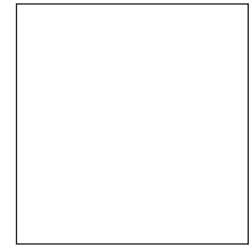
POSTCARD
SIZE 5.125" x 7.125"



DELUXE POSTCARD
SIZE 5.125" x 9"

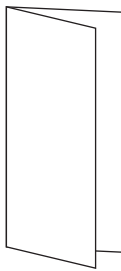


SOLO CARD
SIZE 5.125" x 10.875"

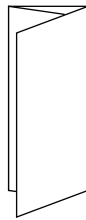


DOUBLE SOLO CARD
SIZE 10.25" x 10.875"

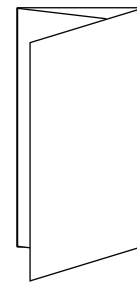
FOLDED OPTIONS



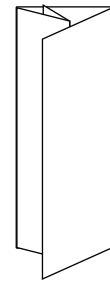
DOUBLE SOLO CARD
SIZE *finished* 5.125" x 10.875"
SIZE *flat* 10.25" x 10.875"
PANEL WIDTHS 5.125" | 5.25"



FLYER 3-PANEL
SIZE 3.56" x 8.25"
PANEL WIDTHS 3.375" | 3.5625" | 3.5625"



XL MENU 3-PANEL
SIZE 5.625" x 10.75"
PANEL WIDTHS 5.5" | 5.625" | 5.625"



XL MENU 4-PANEL
SIZE 4.25" x 10.75"
PANEL WIDTHS 4.25" | 4.18" | 4.25" | 4.25"



EVALUATING YOUR ROI

Regularly assess the performance of your campaigns:

- Calculate the number of inquiries and new patient sign-ups.
- Evaluate revenue generated from specific offers.
- Use insights to optimize future mailings.

Let us help you create, design, and deliver an impactful campaign tailored to your dental practice!



Contact DRMG
for support!
1-833-854-5266





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MORE DETAILS



MASTERING DIRECT MAIL

A Comprehensive Guide to Strategic Planning, Data-Driven Targeting, Creative Design, Technological Innovation, and Sustainable Practices

1-888-292-3456 drmg.com



**Sustainable Partner
Environment Award**

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