

PROFESSIONAL SERVICES

CASE STUDY

ATTRACT NEW PATIENTS WITH SHARED MAIL

► *Objective:*

Beaver Creek Dental, a local dental practice, needed a cost-effective way to attract new patients to build their customer base.

► *Media Used:*

Impact Postcard



MSPARK APPROACH:

- Identify & target specific ZIP Splits around the dental practice based on distance and household income
- Mail a high visibility, high readership piece reaching approximately 15,000 households each month
- Create an attractive ad to integrate with their current strategy and attract new patients to the practice

RESULTS:

- **179** new patients acquired since August 2017
- The Impact Postcard is now the number 1 lead source for new patients, beating digital, radio, and TV

KEY TAKEAWAYS

- Beaver Creek has exceeded all of its new business goals since opening the practice
- With continued success, they'll need to hire a new dentist
- Beaver Creek has committed to additional mailings in 2019!