

PROFESSIONAL SERVICES CASE STUDY

HIGH VISIBILITY AD +
STRONG OFFERS = RESULTS

► Objective:

A local dental practice wanted to attract new patients while also encouraging repeat visits.

► Media Used:

Impact Postcard



MSPARK APPROACH:

- Target key ZIP Codes around their location reaching approximately 22,000 households
- Utilize aggressive offers such as “new client discount of \$20% off your first appointment” and “additional services within 3 months”

RESULTS:

- Each mailing generated 5-20 new patients
- Average annual revenue generated: \$6,000 per mailing