

Townies Talk About Direct Mail Marketing

The following comments were taken from the message boards at www.dentaltown.com.

I am curious as to what the distinguished members of this board (and those that are not so distinguished) feel is the best bang for the buck as far as marketing goes. If we were to make a list, such as:

1. Yellow Pages
2. Printed articles by PR writer
3. Radio
4. TV
5. Internet
6. Magazines
7. Direct Mail
8. Newspaper Ads

I am sure that some of you could think of more. How would you rate these, based on your experiences?

[Mgoodman](#), Official Townie

1. Direct mail discount coupons.
2. Being a plan provider.

3. Listen to Homoly.

[Mauty](#), Official Townie

Easy...number one...make patients happy and they refer more patients.

[David_f](#), Official Townie

Internally lit sign, as large as code allows, simple/professional logo design, red digital LED time/temperature clock on top.

[Bill S](#), Official Townie

Well, it totally depends on just WHO you're after. For me, I'm after ONLY the patients who really care about themselves and will be a good partner in their treatment -- those who will follow through with recommended treatment, etc.

This type of patient will not come to you just because of a sign. And if you can't give 'em enough information (and PROVE it), they won't come either.

So for me, it's been direct mail. I can target it as finely as I want, and hit ONLY those who I want to hit. I can take as much room to tell my story and PROVE it as I want. And yes, the kind of patients I'm looking for WILL take the time to read it.



[Rod](#), Moderator

Direct Mail - This is the most effective because you choose what zip codes you mail to. Determine your 'best case scenario' patient and mail ONLY to the zip codes where they are.

Radio - advertise on an oldies station or a classic rock station. They are a little cheaper than Top 40 and the Boomers listen to them.

[ChopperDoc](#), Official Townie

ANNOUNCING: The 7 Business Success Secrets to Build a *BOOMING* Referrals-Based Practice...

What EVERY Doctor Must Know to Stimulate Referrals, Build a Solid Patient Base, and Defy the 2002 Recession

By Jerry A. Jones, MGC, CC, CS

Some of us fool ourselves into "thinking" we know all about business.

The manufacturers think it's all about the latest clinical gizmo. The clinical gurus think it's all about how fast you can do a root canal. The practice management gurus believe it's all about "team work and efficiencies" in the front-office and systems for treatment. Others think it's patient financing and doing more and referring less treatment out.

And, to top it all off, you may wonder if any of them are right.

Well, the good news is, they are all somewhat right. The answer is... It takes a combination of all of these to be successful.

The bad news is... the implementation of all the things to be "good" at business can be difficult and time consuming. However, there is ONE thing you can accomplish with little if ANY effort.

Practice management gurus talk about 'em. So do the clinical gurus.

The question ISN'T whether they work. The question has always been, "How do I find the time to do a *quality* one that gets the results I need?"

Fortunately, we've been heavily educated through years of experience and the hundreds of clients who return to us EVERY month for their very own customized newsletters.

To learn more about patient newsletters – How to Do A Newsletter the Right Way – contact us for your FREE Sample Package, which includes a FREE Special Report "The 7 Business Success Secrets..." and the FREE audio tape, "10 Dumb Things Doctors Do To Stunt The Growth of Their Practice," call us toll-free at 1-800-311-1390, or visit us on the web at www.PatientMailings.com.