

Warrington Dental Arts

"This is my first dental practice, and I had never conducted a direct mail marketing campaign before, so I really wasn't sure where to start. One of my friends recommended Cactus Mailing Company. Jill, the customer service representative, was very friendly and patient and we were able to put together a great postcard design. With her help, the whole process was a lot easier than I thought it would be and my postcard marketing campaign was a big success. We average 35 new patients per mailing. I strongly recommend Cactus Mailing Company for any business"

Elliott Lee, DMD




About the Client

Warrington Dental Arts describes their practice as "stylish and state-of-the-art," because they provide the finest personal service and facilities with an artistic level of dental care. They have invested in the newest technologies, such as digital x-rays, paperless charts, massage and heated dental chair and TV monitor. The practice offers all dental services including veneers, crowns, implants, whitening, tooth colored fillings, cleanings, scaling, sealants, dentures, night guards, root canals and oral cancer screenings.

Direct Mail Marketing Goal

Increase the number of new patients.

844-244-0219
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Request a Quote 

Direct Mail Solution Provided by Cactus Mailing

We mailed 5000 5.5x8.5 postcards to the residents closest to the practice.

Postcard Marketing Results

Cost per Postcard Mailing: approximately \$1600 for 5,000 postcards

Response: average 35 new patients per postcard mailing

Revenue: average of \$500 in revenue per new patient – about \$15,750 total per mailing, without including revenue from repeat visits and future referrals

Postcard Marketing Annual Return: over 200 new patients a year and more than \$100,000 in new revenue