

Dallin Jay Williams DDS

"Cactus Mailing Company has been nothing but great for our practice. We have seen a huge increase in new patients, due to our professional looking direct mailers. Our practice, as well as our patients, love the look of them. Not only does Cactus Mailing Company get new patients in the door, but they help us keep them coming back. We are very happy with all of their work."

Dallin Jay Williams, DDS



About the Client

Dallin Jay Williams, DDS provides a state-of-the-art facility offering the highest quality dental care available. Because it is his top priority to protect the well-being of the practice's patients, the office exceeds all OSHA (Occupational Safety and Health Administration) and CDC (Center for Disease Control) standards. He and his staff go out of their way to welcome all patients as if they were family and make them feel right at home.

Direct Mail Marketing Goal

Establish a steady flow of new patients and revenue every month throughout the year.

Direct Mail Solution Provided by Cactus Mailing

We selected a mailing area of 40,000 addresses surrounding the dental practice location, dividing the list into four groups of 10,000. Each quarter, we picked one of the four household groups and mailed one postcard per month for three consecutive months.

The postcards are 5.5×8.5, custom-designed by Cactus Mailing's graphics department to include all the elements needed for a successful direct mail campaign – two strong offers, expiration date, bullet point of services offered, multiple ways to contact office, website, map of the office and photo of the dentist.

Postcard Marketing Results

Cost per Quarter: approximately \$8,400 for 30,000 postcards

Response: 57 new patients per quarter

Revenue: over \$42,000 per quarter from new patients

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