

PROFESSIONAL SERVICES CASE STUDY

CREATE AWARENESS &
DRIVE BUSINESS TO NEW
LEVELS

► *Objective:*

With a new location scheduled to open in the next few months, a local dental practice needed a cost-effective method to create awareness and drive business, while avoiding the higher costs of a solo mailing.

► *Media Used:*

Impact Postcard

MSPARK APPROACH:

- Target specific ZIP Codes around new location to drive business
- Mail a high visibility, high readership piece reaching approximately 16,500 households
- Utilize strong offer such as “\$29 teeth whitening”

RESULTS:

- Each mailing drives 6-8 new patients per month

