

PROFESSIONAL  
SERVICES  
**CASE STUDY**

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SHARED MAIL  
GENERATES AWARENESS

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► *Objective:*

After acquiring a dental practice from the previous owner, a local dentist needed a cost-effective advertising solution that would create awareness within the marketplace.

► *Media Used:*

Impact Postcard

**MSPARK APPROACH:**

- Identify & target specific ZIP Codes around dental practice
- Mail a high visibility, high readership piece reaching approximately 20,056 households
- Create an effective ad with an attractive offer to drive traffic and response

**OFFER:**

- \$99 New Patient Special (includes Cleaning, X-Rays, and Exam)

**RESULTS:**

- **20 new patients** acquired
- Pleased with the response from their initial mailing, the client **funded an additional campaign** for August