

External Marketing

Delivering the right message to the right people!



Dear Doctor – Dentistry & Oral Health

When executed properly, direct mail can yield more new patients per dollar spent than any other type of advertising available to dentists. It helps to define your practice, educate your community and acquire new patients.

- Brand your practice within your community while enhancing your professional image
- Target affluent households near your office attracting high quality new patients
- Exclusive protected territories
- Makes patients aware of how they can improve their smile and dental health
- Educates the public about new dental technologies and options available in dentistry
- As little as \$1.45 plus shipping per household

Reaching the market just *outside* your door

Patients who receive the magazine from you will quickly realize three things:

- You and your practice are featured with a high quality magazine brochure
- You care enough to take the time and effort to share valuable information with them
- You and your staff welcome them to become part of your practice

Special Offer Postcards / Promotions

Visually stunning, high-gloss, high-impact postcards can be inserted into the magazine's poly-bag reinforcing the message shown in your magazine brochure and/or promote a special offer.

Sample dental products can also be inserted into the magazine poly-bag. Ask a Sales Consultant for details.

For more information call **866-429-8188** or visit www.DearDoctorMarketing.com