



Practice Cafe *Hot Dish* Marketing News



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- Our new Demographic Diva - Jen!
- Monthly payments for your marketing campaign now available!
- Custom Recall Cards for your management software
- Printed 40,000 pieces and have a new service - *what can you do? We know...*

March Newsletter

March 1, 2007

Hello!

Did you know there are two times during each year we **DO NOT** mail dental pieces? Due to the huge surge of mail, the most obvious is around the December holidays. We generally do not mail from Nov. 15 through the end of December. The other time is a three-week block around the Fourth of July. There is so much mail that your message is lost in the crush!

If you have been toying with the idea of starting a direct mail campaign for your practice - now is a good time to start. By printing enough pieces for 4 mailings, there is enough time to schedule 2 mailings prior to the July blackout dates and schedule 2 mailings after. This is actually a perfect time to start introducing your practice to new patients.

We are also very proud to announce the addition of **Jen Smith** to the Practice Cafe team. She is a recent Advertising grad from Texas State and she is now in charge of all the demographic elements of our marketing campaigns. We think it is a little weird, but she **LOVES** crunching numbers - so we let her!

Jen now joins Brian, Tara (& Carson), Angie, Shane, Shara and Joel as we help dentists market their businesses...



We started this newsletter to pass along information about marketing, tips and tools that you can use, and reminders about what marketing pieces are appropriate for different times of the year.

Thanks for reading and feel free to send us any questions you may have about marketing your practice!

Practice Cafe is proud to offer monthly payments!

Our new financing program features:

- No application or administration fee
- **No prepayment penalty**
- No advance payment
- Deferred payment for first 3 months option
- Competitive interest rates
- Maximize marketing without hitting cashflow!



"Splitting the cost over many months, as well as having no payments in the first 3 months, will help maximize advertising campaigns without hitting cashflow. That way, the cashflow created by the ads will then help pay the smaller monthly payments, and the rest being profit.

In the past, and with other companies, the dentist takes a sizeable financial hit up front. With this option, payments can be delayed and split so that cashflow is very minimally affected.

Shara, thank you for all of your help with our advertising. Our results speak for themselves. Many of the dentists attending our seminars have also had a ton of success with your personalized service and affordable fees. Thanks for everything!" - **Dr. Scott Leune, Westover Hills Family Dentistry, San Antonio, Texas**

Custom Recall Cards

Most practices know the value of **recall cards** to remind their patients of their upcoming appointment.

They are also a powerful way to build and maintain your branding through the repetition of your logo and practice ideals!

We are now offering **CUSTOM** recall cards that are in a standard 4-Up format - so you can use them with your current management software! What a smart and easy way to cement your relationship with your patient base.

We will design your **CUSTOM** recall cards for only \$450. You own your finished artwork and we send your design to you on a CD. The cards are printed on a 8.5x11 inch, micro-perforated sheet that is coated on the front for a professional finish.



Printing a ton of mailers making you nervous?

One of the most nerve-racking parts of direct mail is printing thousands of pieces! In order to keep costs down, printing in bulk is the standard operating procedure. Since most of our campaigns print around 40,000 pieces, what do we do when a

change/addition/new opportunity hits our doctors in the middle of their campaign?

We now are able to print on the covers of our mailers! For a minimal fee (usually around \$300) we can ink-jet a new offer, announcement, or staff addition while the mailers are having the addresses printed.

Thanks for reading our newsletter!

Please send us an email to let us know if our newsletters informative and helpful. We will never spam our dental friends and are striving to use this forum as an information sharing tool. If you have a topic you would like to see information on, please drop us a line.

Contact Information

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All of us at Practice Cafe are devoted to providing the best **CUSTOM** design in the Dental Marketing industry.

Shara, Angie, Joel, Shane, Tara, Jen & Brian represent more than 65 years of marketing and professional design experience.

Our client base stretches from coast to coast and each day we are privileged to serve more dentists.

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