

# Case Study: Avid Dental

Dental office receives **100's of new patients** and experiences a **20%-30% increase in business** since advertising in Money Mailer.

## Situation:

Avid Dental, a dental office in Lindenhurst, Illinois, wanted to drive customer traffic and brand awareness, so they looked to Money Mailer as a direct marketing solution.

## Strategy:

The client enabled the call tracking system to allow them to monitor how many calls the advertisement was earning the business. The owner advertised with Money Mailer for over 3 years, using frequency to attract customers when they are ready to take advantage of the savings offered.

## Results:

Throughout the 3+ years of advertising, Avid Dental has received 100's of phone calls, which has turned into 100's of new patients. The owner shared that she has experienced a 20%-30% increase in business since using Money Mailer and considers it an effective marketing solution for new and growing businesses, as well as mature or plateaued businesses.

## Front of ad:



The front of the advertisement features the Avid Dental logo and contact information for two locations: Lindenhurst (2246 E. Grand Ave., 847.629.4433) and Mt. Prospect (1720 W. Algonquin, 847.439.6332). It includes a 'Back to School Special' offer for children 12 years and under, consisting of an exam, X-ray, cleaning, and fluoride for \$40. A photo of a child with glasses and a bowtie is shown next to a chalkboard that says 'BACK TO SCHOOL'. Social media icons for Facebook and Instagram are also present. The website www.AVIDDENTAL.net is listed at the bottom.

## Back of ad:



The back of the advertisement lists various dental services: Free Second Opinion, Cosmetic and Family Dentistry, Braces for Children & Adults (Phase I and II), Cosmetic Braces in 6 months, Crowns and Bridges, Sedation and Implants, Wisdom Teeth Extractions, Dentures, and 1-Hour In-Office Whitening. A 'NEW PATIENT SPECIAL' of \$79 is highlighted, which includes a patient exam, necessary X-rays, and professional cleaning. Terms and conditions specify that the special must be presented at the time of service and cannot be combined with other discounts or dental insurance. The offer expires on 10/31/18. The website www.AVIDDENTAL.net is listed at the bottom.