



CASE STUDY

CHALLENGE

With several competing clinics in the area, a new Chiropractic clinic was challenged with standing out and creating the recognition needed to attract new clients. They needed a way to deliver marketing communications directly to prospective patients.

Tight budgets and minimal resources presented a challenge in creating and delivering a comprehensive campaign that would attract new patients.

SOLUTION

The solution consisted of a direct mail campaign with a personalized postcard coupled with Direct Mail Boost technologies to strategically target the people on the mailing list and in a radius around those addresses for 30 days after the mail piece was sent.

By using Social Match, Mail Tracking, Informed Delivery, Call Tracking, Online Follow Up, Social Media Follow Up, and LEADMatch, the clinic was able to serve ads to mail piece recipients and retarget engaged users with digital follow up.

Creating a comprehensive campaign, delivered and managed through a single dashboard, allowed them to focus their efforts on fielding inbound leads and nurturing them to increase conversions.

RESULTS

38,105

POSTCARDS DELIVERED

132,107

TOTAL ADS DISPLAYED

92

NEW INBOUND CALLS

22

MATCHES THROUGH LEADMATCH

19

NEW PATIENTS

