

Setting Up a Flyer Based Marketing Campaign

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Are flyers any good?

Flyers are considered one of the cheapest means of marketing. The word "Cheap" has two meanings to it: one stating that you are saving a lot of money and the other is that it looks bad. True, if you make it look cheap, it would, but you can also make it look great, inspiring even.

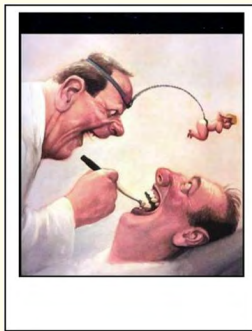


Figure 1: A cheap offer ...

Why is it considered cheap money-wise? Because using direct mail campaigns usually involves finding the exact crowd which is clamoring for your services first. If you have to find them, therefore you need to obtain a list of names and addresses. Sometimes you have to get more than one list, and combine them for greater efficiency.

Lists are readily available in the USA from list brokers. However, there are other countries where getting lists is harder, and sometimes even illegal because of privacy issues.

Once you have a list, you must then narrow down the number of names considerably, in order to get better results. For example, if you are selling dentures and implants, you might want to get people

from the age of 55 and up, all residing within 30 minutes drive of your clinic. You may then wish to narrow down the list even further to include only those who have a certain yearly income and who will be more likely to afford what you want to sell.

Narrowing down the list is important because of the high costs of envelopes and stamps. Deploying flyers in mailboxes will cost but a fraction of the price, resulting in higher ROI on the campaign.

It is however illegal in certain parts of the USA and other countries to use flyers, since it is considered junk-mail. If however it is legal to use flyers in your area, then you will be thrilled to know that we have found it to be one of the best ways to educate the public into asking for your services. If used in the right way, it also creates great ROI, and we had flyers giving us a 1: 14 ratio.

Creating the best flyer ever...

An ad in the newspaper is limited. It is limited because of the space available to you in order to convey your marketing message. A flyer however can be as big or small as you want it. It can be as small as a one sided A5, a 2 sided A4, or even a folded double A4 - meaning you now have 4 pages to put text or pictures on. IKEA uses a 200 pages long catalog delivered to your doorstep... Point is, make it as long as you need it to be.

We have found that in most cases a two-sided chromo A4 page, folded in half, can contain everything we need to send out, and is easy to place into a regular mailbox. The text must include all the usual Kennedy-style marketing triggers, such as a catchy headline, your USP, a time limited special offer, multiple means of response, a guarantee and so forth.

The best thing about it, is once you have it done once, the same flyer can be designed to be used in many other ways. Sure, it can serve as just a flyer, but it can also act as a newsletter for your exist-

ing clients, an insert in a newspaper, a handout in old-folks homes, hospitals or even the subway. Same page can also be adapted to perform as a newspaper ad. This versatility is a boon to your marketing budget.

Will it work for me?

That depends on the message and the way you use it. You can just send it out, and wait for people to respond by calling your phone. This is called: direct marketing. You may also use it as a part of a multiple step campaign that is called: Lead Generation Marketing. In any case, you must always test the results. Measure how many people called your office, how many people actually showed up, and more importantly: how much money did they pay?



Figure 2: One step marketing...An ancient practice.

This last number is critical. Sometimes a certain flyer will work great in one area, and not as well in another. Other factors are the timing in which it was deployed. Try deploying a flyer in New Orleans a day after hurricane Catherina and you will get no results.

On a lighter note, there are certain times during each and every year when people are pre-occupied, and do not think of their dental health as much as in other times. Best times are right after the holiday season, and not during. The week before Christmas will probably not be a good time either. You get the drift. The thing is, you have to test, test, and test all the time.

It is vital that you do not try to sell everything to everyone. If you do you will probably sell to no one. It is best to find your niche, and concentrate on it. Some will choose cosmetics, some will choose kids, and the extra-smart ones will choose dentures and implants.

We have tried a lot of different flyers and ads in several dental niches. We did several pieces for each niche and measured them all. Denture sufferers and dentophobics, children and people with bad breath, we have explored them all. Some of our pieces worked tremendously well, some got us nothing for our trouble.

ROI

Just suppose you paid 20,000£ for a flyer campaign. The end result was that you got 20,000£ in return, and therefore an ROI of 1:1 - a break even. Is that good? This is actually very bad, because you also have the cost of treating them too.

Your minimal ROI depends on you profit margin. In a usual dental clinic where profit margin is at 20%, an ROI of 1:6 is good enough, but anything below 1:5 is considered unacceptable.

It is therefore critical that you test everything, from your internet campaigns, to your ads in the newspaper, and every other means that you are using. Do not rely on your gut-feeling because it might really drag you down.

That said, if the ROI is above 1: 5, repeat it. If not, try to change it a little, and test again. If it still doesn't work for you, delete it.



Figure 3

Getting better ROI

Is it better to aim at getting a lot of small sales, or focus on getting a few big sales? According to Dan Kennedy, a leading marketing guru from the USA, it takes the same amount of effort to get X leads from a flyer.

So, what is better? Is it 200 people showing up, paying an average of 500£ each, or is it better to get just five people, paying 20,000£ each? Both cases result in 100,000£. What is best for you? It is my personal belief that it is less of a hassle to work with just 5 people instead of 200. Anyhow, if Mr. Kennedy is right and the effort is about the same, then why not aim for the 200 leads paying 20,000£ each? As president Obama phrased it: Yes we can.

If you send out a flyer, in single-step marketing, you are basically offering the potential patient the ability to call your practice to set up an appointment. Just pick up the phone and call your office. It takes only one step to become your patient. Your ROI can be good. Not much different than a regular ad in the newspaper. However, if you make it into a multiple-step process, you will get a much higher ROI.

Lead Generation Marketing

Lead-generation marketing has two steps. They pick up the phone and make a call.

Instead of calling your office, they call a toll-free, 24-hour recorded message hotline.

They would call that line to get a promised special report you offer in your ad.

It is advisable to use a 1-800 number which is free for them to call, and not a private number. A 1-800 number looks more professional and inviting to the eyes of your potential patient. It is also free. Not that the cost of the call is such a big deal to your future patient. Hey, if they can't afford the call, you don't want them to waste your time either. It is just that the word "free" is one of the stronger words in marketing. It really works.

When they call the hotline, asking for the information offered, they leave their name, address and phone number, and you now have a qualified lead. A person who raised his arm from the crowd and said: "I'm interested!"

When they get the free-report you sent them and read it, three things happen. They become educated, they become interested, and they become motivated to take action to become a client of yours.

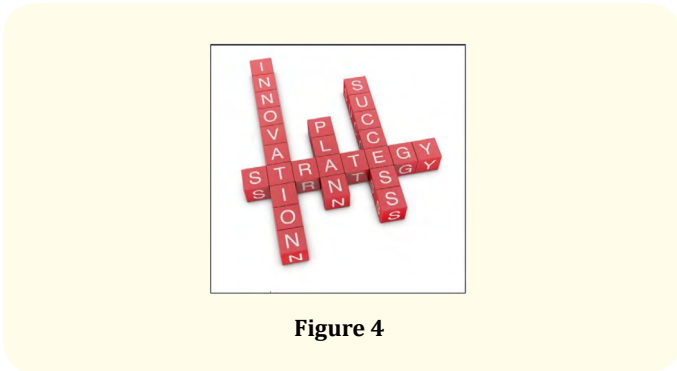


Figure 4

The reason why lead generation is more cost effective is that you now have the exact list of people who are interested in your services. You can now proceed to market to them, in all the ways you can think will get them into your chair. Remember what we said about direct-mail being expensive because of the cost of the lists and postage?

Well, with lead generating you get the exact narrow list of people you need to call. As Dan Kennedy phrased it, you are now "building your herd". The more people you have on your list, the more likely it is that you will be able to convert more leads into actual patients.

You want to build a list of approximately 5,000 people over the next five years and communicate only to those 5,000. You will save a bundle of money otherwise spent on newspaper ads of the one-step marketing kind.

There is another reason why this works ten times better than just traditional marketing. You're missing out on 70% of the people who are reading your ads and are interested. They are interested, but they are just not ready yet.

If you send a flyer to 50,000 homes, and let's say you get 250 people to respond, only 50 of them will come in during the first two weeks. If you keep on following up with them, by phone, by sending them additional newsletters etc. you will get another 50 of them to come in within the next 10 months.

The rest of the 70% of people who read your ad did not respond because you only gave them one choice, and that is to call your office. In the lead generating ad, you give them multiple means of

response. They can call your office, come over directly to your office, see your website, or call the hotline to get more information before they decide.

This last one works well because it is non-threatening. There is not a live person answering. It allows them to get information without feeling like they're going to be sold something.

Brian Tracy, one of the world's best selling coaches, states that there is a built-in defensive mechanism in all of us, making us apprehensive whenever we are feeling we are being sold to. Using a recorded message allows the 70% who would otherwise not respond, to have access to your services without committing to anything, and you have access to a list of people who are in need of your services. See the following diagram.

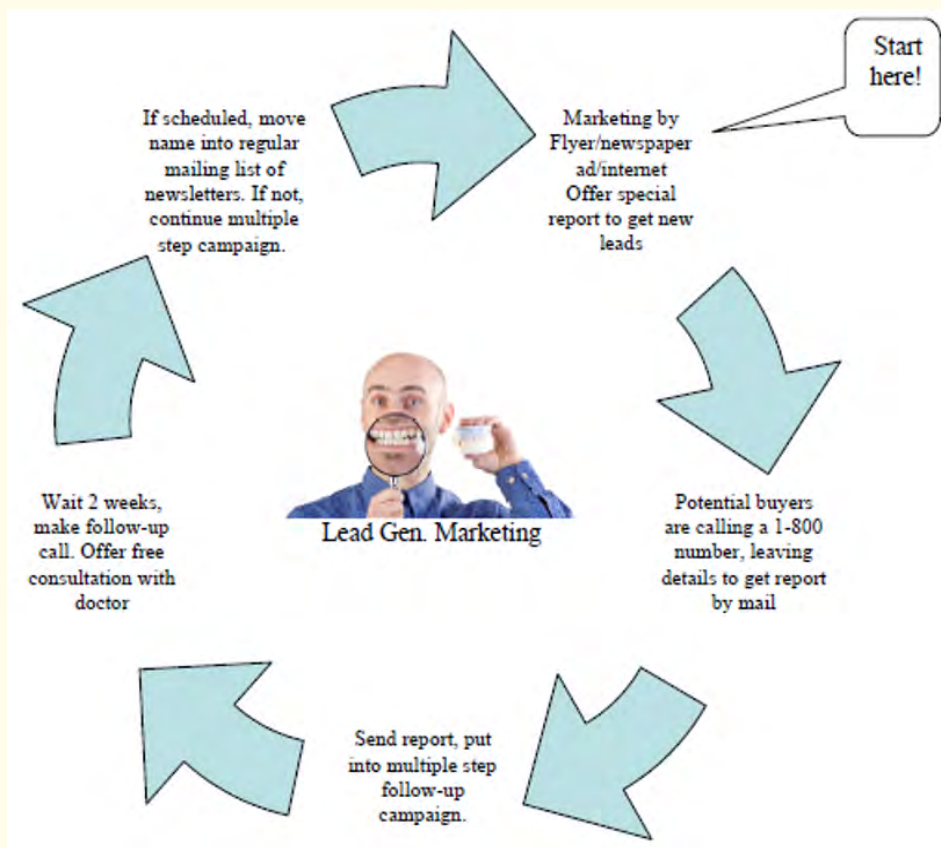


Figure 5

The power of authority

Dr. Robert Cialdini, a professor of psychology and marketing, has conducted numerous studies on what makes people buy. His book: "Influence" is a recommended reading.

One of the factors he describes as critically influencing our buying decisions is the power of authority. People will rather buy from doctors who are considered the authority on the subject. If you are the number one doctor to go to when it comes to denture trouble,

then they will buy from you more readily than they would from the dentist next door. They will be eager to pay your higher prices, if they think you will deliver better value.

How do you establish yourself as the authority? That is easy. Hey, you are the one who has written the special report. Aren't you the authority? Have your photo inserted at the first page to create familiarity.

Having a book written, instead of just a special report, is taking the authority issue to a whole new level. Check out my book: "Are you a denture sufferer? The practical patient guide to a better bite", available on Amazon.com to see what I mean.

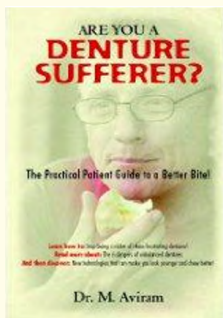


Figure 6

Setting up your 1-800 hotline

First step is you call your provider, and ask for a 1-800 number. Better get the number 1-800-DENTURES if possible. That means: 1-800-3368873.

This is not a must, just a perk to use in your radio advertising if you decide to have one later on.

The hotline should be set in a way that the caller hears no tones if possible. The call should be forwarded to the voice-mail system immediately with no waiting time. It is best if you do not use an answering machine located in your office, but a system based voice mail.

The message can be long if you want to push the sell, but we have discovered that a concise message, lasting 30 seconds or less got us the best result. For instance, the script for the mini-implants flyer is read as follows.

Hello and thank you for calling the denture-sufferers hotline.

If your dentures move when you eat or speak, if it hurts your gums or makes you feel old, then you must read our special report called: "How to stop being a denture victim, the 5 dangers of ill fitting dentures, and new solutions to help you look younger and chew better."

We will send you the report by mail within 3 days. Please state your full name, address, and phone number after the beep. Your free report will be sent to you with no obligation on your part. Here comes the beep:

Figure 7

Some voice-mail systems are limited to 50 messages, or 60 minutes. You want to get one that has no such limitations. If the limitations are a necessity, then your staff member assigned to write down the leads and sends out the reports should get into the system more often, and delete the messages he or she already got and written down.

Insist on getting one that has automatic identified call capability. If a person just leaves his name and address, and does not leave his phone number, you will then have no active way of following up with him. The ball will be in his court, and you will have to wait for him to make the first step. Well, some people are procrastinators,

and will never call on their own. This way, if you can identify his number, then you can take the initiative and help him improve his life by scheduling an appointment with you.

In the words of dental coach Ed O'keefe: "Worse marketing sin is not following up".

Assigning responsibility

As you probably guessed from the last paragraph, the second step after you have set up your 1-800 number is assigning a staff member to get the leads from the voice-mail system.

This is very important, because your new leads are calling 24/7 and are expecting to get the promised special report within a reasonable amount of time. You want to make their waiting time as short as you can. You see, the person who just read your ad or seen your flyer, has discovered something that he needs, and even more important, something that he wants. He is "hot" to get your solution to his problem as fast as possible, but he is still apprehensive because he doesn't know you, and therefore, doesn't trust you enough to treat him. You want to get him the report ASAP before he cools down enough to forget about you, or worse: sees another ad in the paper that promises him something similar at your competitor's clinic.

When you have an active campaign running, the staff member should be monitoring the leads every day. If numbers exceed the capacity of the mailbox system, then several times a day, and that includes weekends.

The same staff member will then proceed to place the proper special report in an envelope (you may have different reports crafted for different campaigns), stamp it and send it as soon as possible.

He or she will then proceed to add the name address and phone number to an excel sheet for later use in the follow-up sequence. It is very important to add to the chart the date when the lead came in, the date the report was sent, and the date of the follow-up call. See the following chart.

We advise several more steps to most campaigns involving several newsletters, e-mails, coupons, postcards and more. Each following step should be timed, and noted properly in the chart.

In the Mercedes study, the marketing team at Mercedes-Benz found out that it takes at least 6 positive interactions between you

Name	surname	Address	Phone 1	Phone 2	Date of lead	Date sent report	Date of follow-up	Appointment	Payment received

Figure 8

and the would-be buyer before he will be ready to part with large sum of money in return for your goods and services. In accordance with this study, we therefore developed a multiple follow-up campaign, with 2 phone calls and 3-4 newsletters, depending on the campaign.

Tip: If the person who will make the follow-up call, or other mailings, is not the same person as the one getting the leads, or if you want to get access to the list from multiple locations, best use

Google-Docs. That way several people can access the same list and work on it.

First follow-up call

The first follow up call is to be scheduled two weeks after the special report was sent, It gives people plenty of time to read your report, and think things over. Some of them will call your office right after reading the report. Some will have to be cajoled a little. Script for the follow-up call follows.

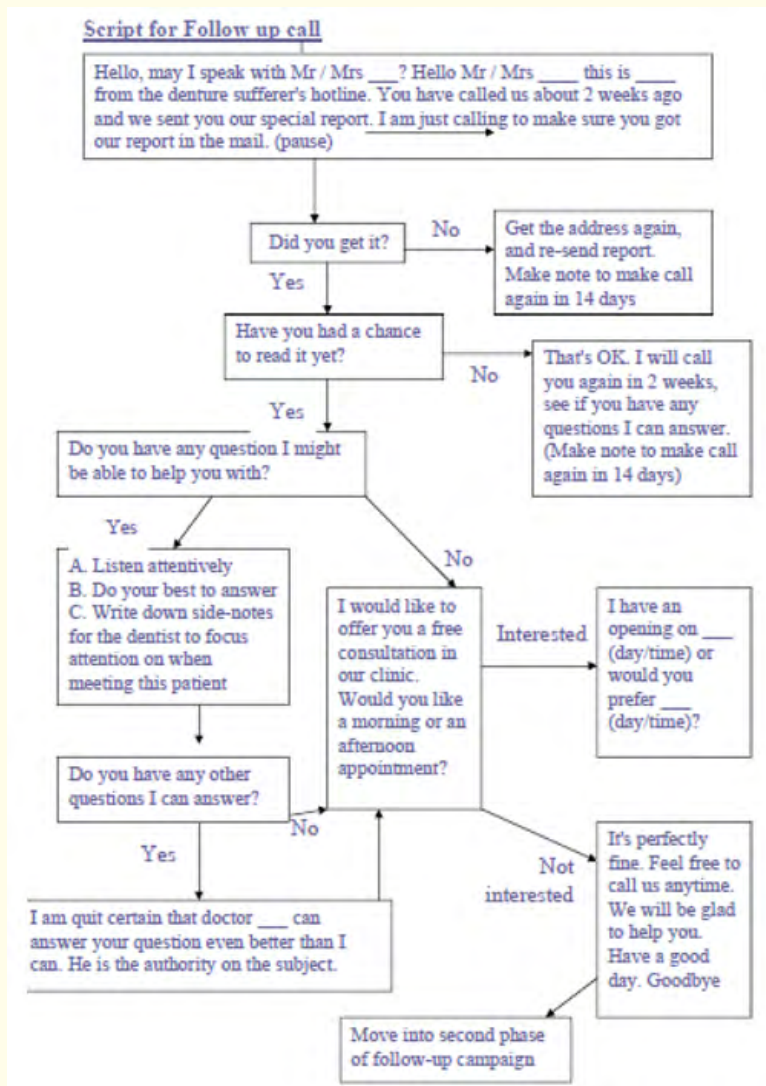


Figure 9