



Case Study

Client: Healthcare - Medical Practice

Problem: Location Awareness / Branding / Client Acquisition

Solution: Multi-phase Direct Mail Campaign

Problem:

This regional Medical Practice had multiple locations not achieving desired new patient growth. With several new doctors coming on board, they wanted to increase their location awareness and make a formal introduction of their doctors to the nearby community. The end goal was to drive new patient growth for their team of doctors at these locations.

Solution:

Vessel Media sought to accomplish this by launching a multi-site direct mail campaign that would ultimately bring in new patients to their doctors. Vessel Media custom designed a creative package to accomplish this task using a 6 x 11 postcard mailer. The first test mailer was sent out to target customers within a specific radius of the practice location. The creative package was geared to promote the clients well known brand and to alert the surrounding community of their nearby location. The piece was also designed to formally introduce each doctor, putting a face and personality with each name, as well as the expertise and interests of each doctor. The test was a success and the campaign was rolled out to all locations in the region using a multi-phase approach.

Takeaway:

We can do the same for your Medical Practice. Call us today!

Contact us today at 800-691-8567 or email us at: sales@vesselmedia.com