

SUCCESS PLAN # 2

Having some sort of external marketing strategy to grow your membership program is essential. If you truly want to get over 1,000 members you need to be proactively reaching out and educating your local market about your membership program. Direct Mail is a powerful solution for growing your membership program. Our top clients that have used direct mail, generate just under \$40K in monthly recurring revenue (\$450K in yearly recurring revenue). They achieved success by combining the steps from Success Plan #1 (existing patients) and the following steps below.

MVP MailHouse

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01

Identify your core market area.
New patient report for the last 3 years.

02

Target neighbors and neighborhoods of your existing patients.

03

Design postcards with **MVP Mailhouse** with information about your dental membership plan.

04

Establish 3 different mailing zones.

05

Send direct mail to "top producing neighborhoods"

DID YOU KNOW?

We can help you set up and manage your website and integrate your membership sign up process. WildFire by BoomCloud is a drag and drop website builder for dental practices.

Learn More: WildFireSites.com/info

We can help you save money with your merchant processing. BoomCloud Pay allows you to have a simple and integrated payment terminal so patients can pay you with ease.

Learn More: BoomCloudApps.com/pay