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Effectively Using Testimonials in Direct Mail by Greg Sands

Article published on May 22nd 2012 | Business

You probably have read them more often than you realize â€“ â€œI canâ€™t tell you how much my life has changed since I found your product.â€• â€œThanks so much for a great product. It really solved my problem.â€• Theyâ€™re testimonials, and throughout both online marketing and dental direct mail advertising, youâ€™ll find them quite frequently. Testimonials are easily one of the most divisive tools to use when you are advertising to potential patients.

Direct mail is actually a really good place to include testimonials of past patients, but using them poorly is only going to hurt a potential patientâ€™s overall opinion of you. Before you include a testimonial in your next round of marketing flyers, you may want to make certain you incorporate these tips.

Use Authentic Testimonials: These days, it seems few things are actually real, and with so many research tools available, patients have the ability to decide which testimonials in your marketing flyers are fake and which ones are real. If they discover false customer endorsements, theyâ€™re far less likely to trust you for their dental care. Itâ€™s a quick way to crash your credibility, so stick to the real thing.

Use Customers Who Reach Your Demographic: We like to relate to people who are like us, so if your direct mail company has you targeting patients in a certain demographic, make certain your testimonials fit within that demographic. For example, imagine youâ€™re marketing dental implants to patients who have previously had dentures. Using testimonials from patients in their twenties probably isnâ€™t going to reach the senior citizen audience you had in mind.

Include Identifying Information: If a patient has given you permission to use his or her testimonial, make sure you have a release on file so you can use the associated name, age, or location with that testimonial. If people canâ€™t relate, when it comes to dental direct mail, theyâ€™ll simply throw it away. You could even add a smiling picture that helps show off those teeth you fixed.

More Information is Better: While you may be trying to collect several shorter testimonials so you can save a bit of space, the reality is that you actually may need more than a one liner to convince potential patients when it comes to dental direct mail. Make sure each testimonial fully explains the benefits of your services, and donâ€™t hesitate to let the important parts stand out with a bit of bold font. You could even turn one into a case study online so if people want to read more, they can visit your website to learn a bit more about that individual case.

Remember, itâ€™s okay to ask your patients for testimonials. You never know how theyâ€™re going to respond until youâ€™ve actually asked, and if youâ€™ve done your job well, the chances are good theyâ€ going to respond positively to your request. You may even get a positive boost in business when they tell all of their friends their testimonial will be included in your next marketing campaign.

Article Source:
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Article Source: a Mudlick Mail

Article Keywords:
dental direct mail advertising, dentures, marketing campaign, Mudlick Mail

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