

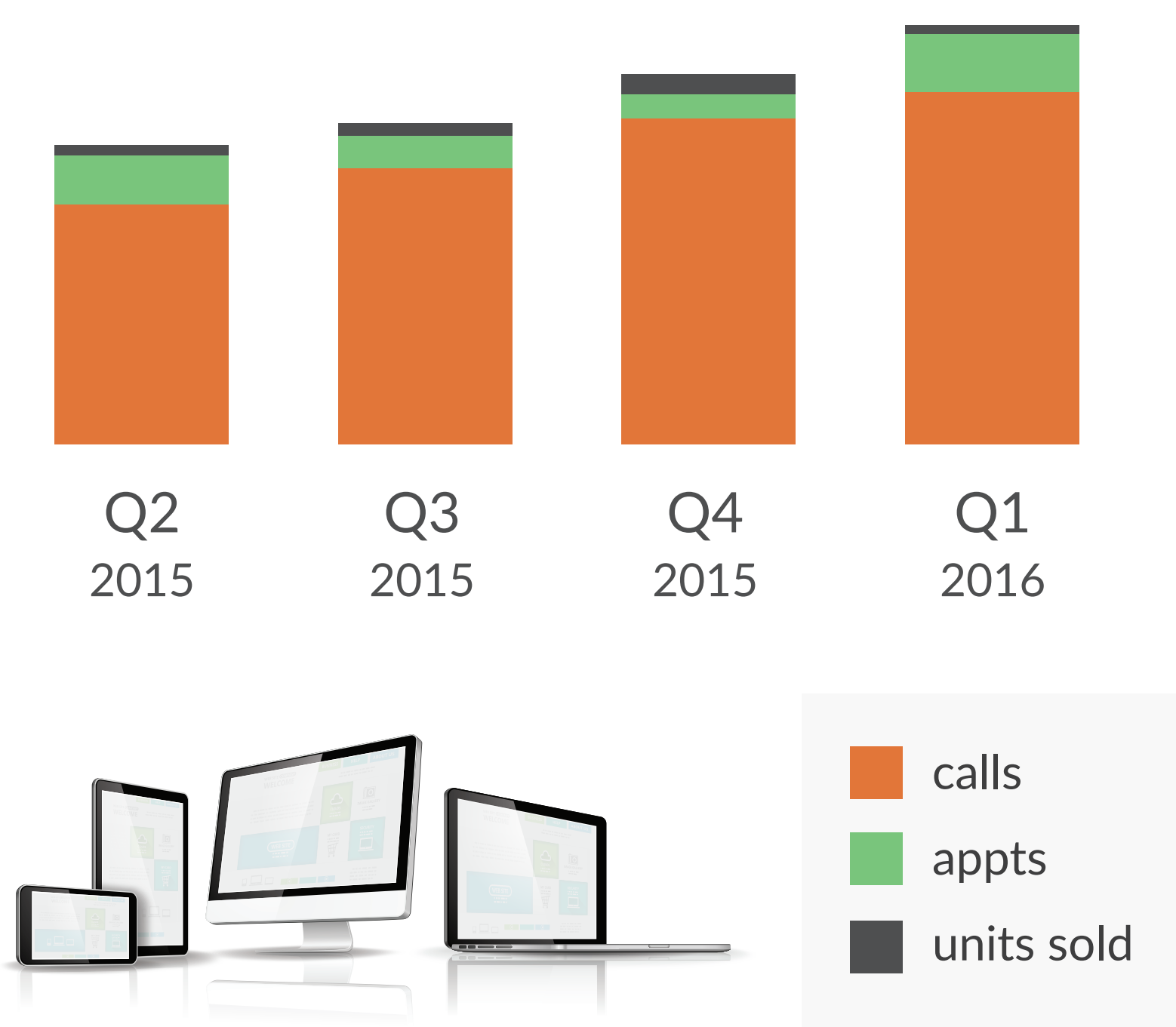
# 3 TOP trends

YOU NEED TO KNOW ABOUT MARKETING

## 1 Digital

Catch, but don't release!

Inquiries prompted by digital touchpoints are trending upwards, and so should sales!

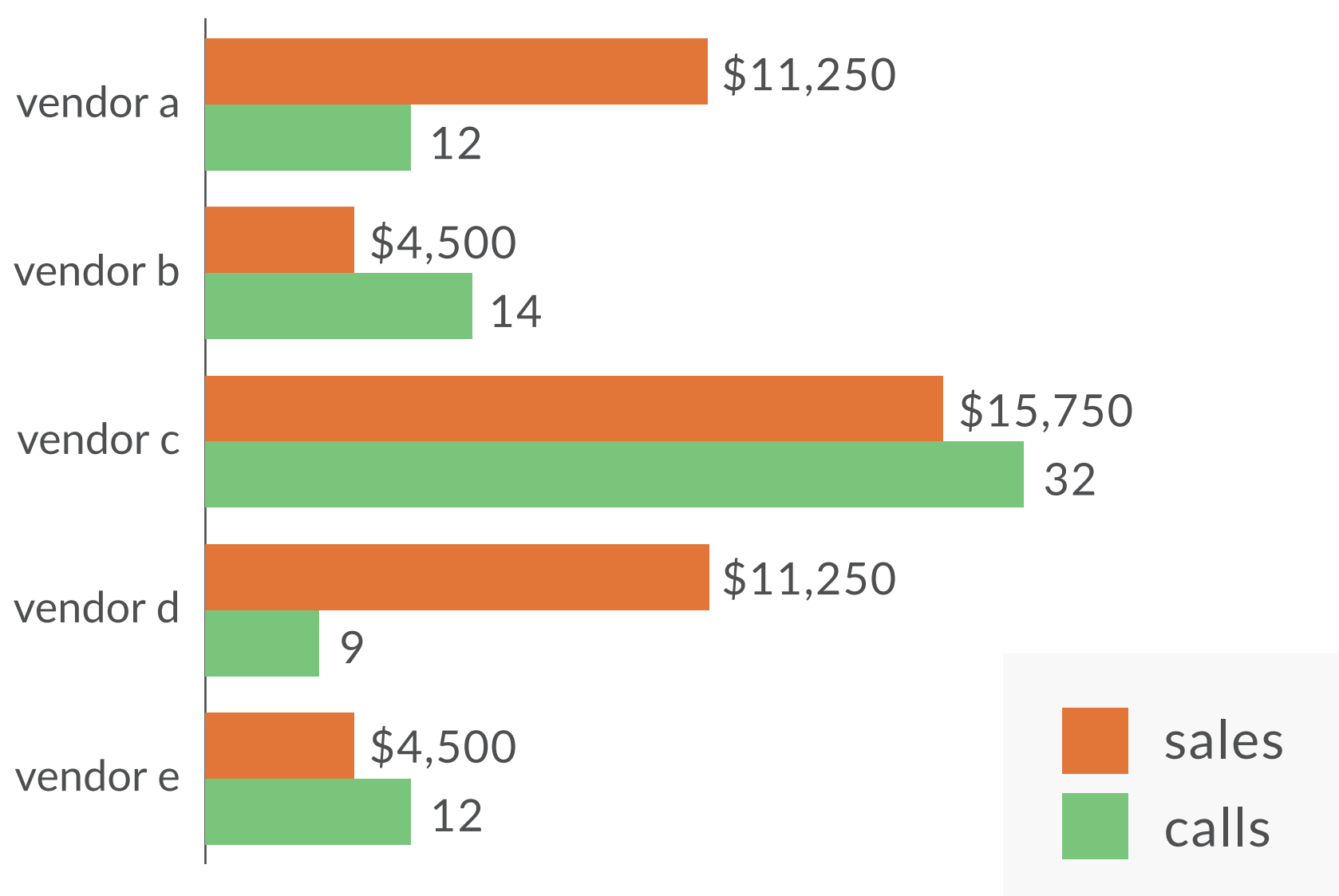


Websites and other digital programs are prompting more calls and appointments than ever before. A complete digital marketing solution does work, you are getting your customers' attention. Are you also prepared to provide a customer experience that ultimately ends in a sale?

## 2 Direct Mail

Find your sweet spot!

Direct mail vendors are delivering favorable results, but no one vendor is best for every practice.



Do you know which direct mailer is best for your specific needs? We do! Contact us and let's build a campaign designed to generate opportunities for your practice.

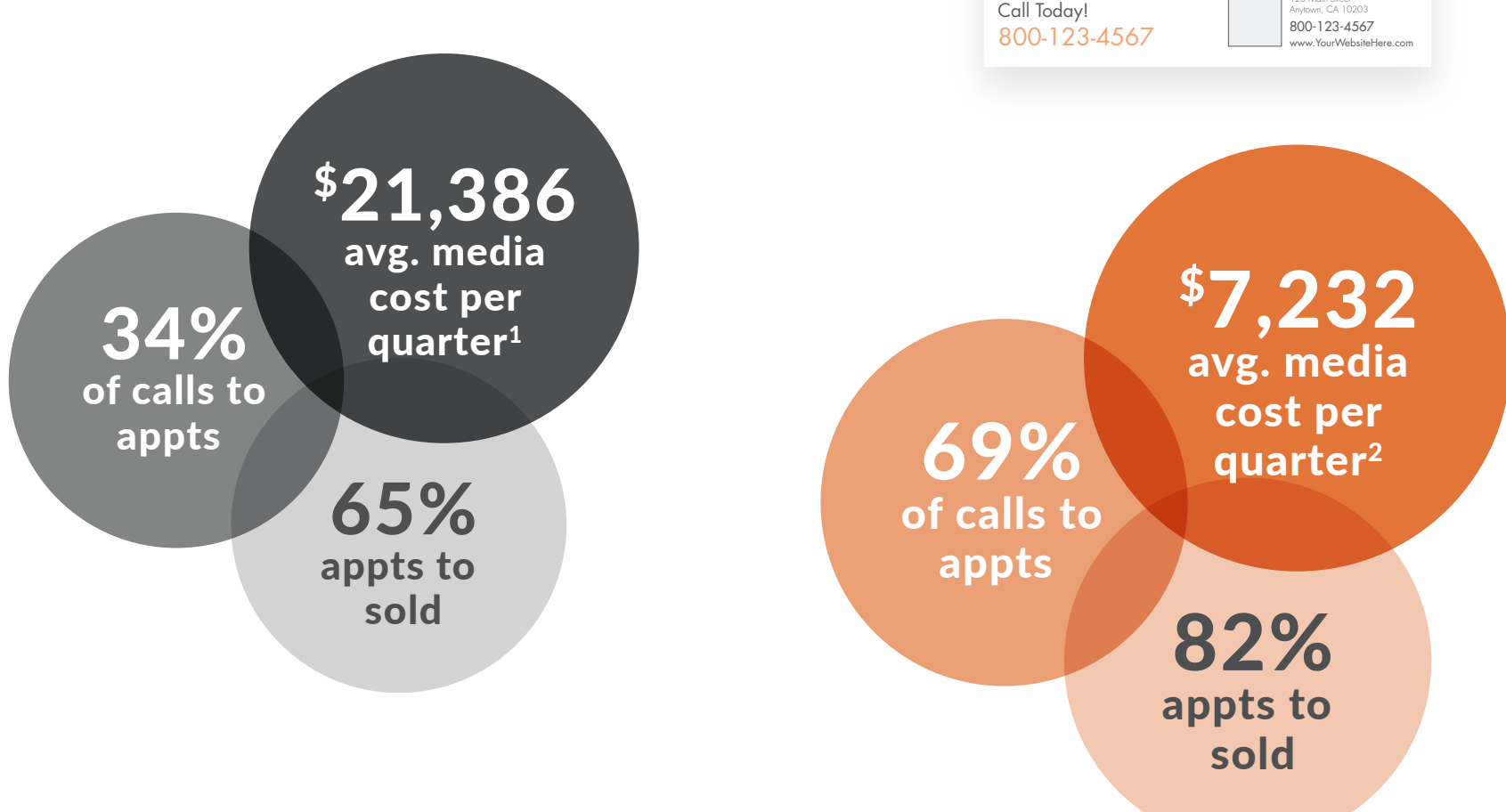
## 3 Newspaper

Don't dismiss newspaper ads, just utilize them differently!

**Basic Generic Ad**  
ROI: -33%

VS.

**Event Driven Ad**  
ROI: +51%



Make each ad more impactful! When ad frequency was reduced and each ad was tied to a specific event or a wellness message, advertising produced significantly better results! More calls were generated with better conversions to sales, that's a win-win.