

New Year Reactivation Post Card or Email

The attached draft ad was designed (and has worked) for email reactivation post cards. However, it can also be used for email. Each office is different so testing different cards and offers is important to see what works best for you.

To customize your own reactivation postcard or email:

1. **What services are you personally going to offer?** (Consultation, Screening, Initial Exam, Initial x-ray, report of findings, laser therapy session, adjustment, etc.)
2. **What is the “special” discounted fee?** Make it a donation to a local charity?
3. **What other allied services**, if any, will you, or others in your office, offer? This might include massage, weight loss consultation, etc. I suggest that anyone who sees you for a reactivation exam is now eligible to receive a coupon for another allied service, for example, massage. (Weight loss is a BIG draw and so is massage.)
4. **Adjust your offer and personal message** on the back of the card.
5. **Include your personal photo.** A personal communication works better than an impersonal memo. (Unless it is a threat from CMS or IRS – lol!)
6. **Give to local printer that also does mailings.** Figure about \$.80-1.00 cents per post card, depending on amount you are mailing. That should include printing, affixing label, postage, and mailing. Black and white or color. We have used both and haven't noticed a big difference, but each location is different.
7. **Don't discount the effectiveness of post cards.** Email inboxes are stuffed and often disregarded. A real piece of paper in the mail has added value. Email offers are fast and cheap and are easier to use for testing to see what offer works the best. For example, send one email offer to 50 random patients and another email offer to another 50 random patients to see which one works better. From this, you can then send an email or post card to your complete list with the offer that worked the best.

Mailing List

Send to anyone who has not been in your office for 6 months.

Post Card Front
Sample

Less than 12 weeks to Spring!

It's Spinal Health Check-up Time!



Our records indicate that you may not have been in for a while.

It's time for your New Year's health tune-up!

Start the New Year with a chiropractic tune-up. (And a massage! And a personalized weight management plan!)

New Year's Health Tune-up Special -- \$45

- **Chiropractic Health Exam and Consultation** - Consultation, examination, report of findings, (initial x-rays and adjustment - if needed)
- **Limited number of coupons made available to those who receive chiropractic exam and consultation for the following:**
 - **Nutritional Health Consultation**
 - **Weight Management Consultation**
 - **Massage 30 Minute**

Offer good until February 10, 2017 Call to reserve your appointment: 123-456-7890

Blues Brothers Chiropractic

Relief and better health since Jake left in 1989.

1234 Joliet Prison, Illinois

www. Jake and Elwood

Post Card- Back
Sample

<p>Photo of Doctor</p>	<p>Greetings!</p> <p>Happy New Year! I hope you are doing well.</p> <p>If you have not been in to see us for a while, I would like to provide you with</p>	<p>Return address</p> <p>TO:</p>
<p>And, as a special bonus, we will provide a limited number of coupons for a free 30-minute massage from Linda or a weight management consultation from Jenny. These coupons are available for <u>those who have received a spinal checkup</u>.</p> <p>Remember, postural and spinal problems are often present long before any pain occurs. Even if you aren't experiencing pain now, don't wait until you have a problem. I sincerely believe the old saying, "An ounce of prevention is worth a pound of cure".</p> <p>Plus, spring is just less than 12 weeks away and now is the time to start getting ready for spring's activities.</p> <p>Looking forward to a healthy 2017,</p> <p>Dr. Elwood</p>		