

# Target New Neighbors to Grow Your Dental Practice



Dentistry Today (August 2016) – Where have all the good neighbors gone? It seems that as we become busier, our neighborhoods become more disconnected. We used to roll out the welcome mats for new arrivals to our neighborhood. Today, we're lucky if we ever meet new neighbors as most folks are so busy they don't even have time to simply ring the doorbell.

New residents, then, are left to their own devices when it comes to learning more about their new community, including the businesses they'll patronize. This neighborly negligence has opened a massive door of opportunity for dental practice owners and managers who simply need to introduce themselves to make a lasting impact.

Moving is one of life's most stressful events. In fact, nearly 50% of Americans say moving causes them serious financial stress and lasting friction with their significant other. The best way to end up top of mind for new movers is to help them out in their time of need, welcoming them to the neighborhood and inviting them to your dental practice with a valuable offer.

Everyone needs a dentist. Effective New Mover Marketing can help your practice win new neighbors over as soon as they come to town, making them customers for life because you showed them you truly care!

## Your Reputation and Bottom Line

According to the United States Census Bureau, nearly 40 million people move every year, amounting to a steady rate of about 12% of the population. All of these movers are going to need to find new go-to options for all of their wants and needs, including a new dentist. Naturally, the first practice that connects with them has the opportunity to win them over by delivering a great first impression.

That's where New Mover Marketing creates a significant competitive advantage. Various dental practices are quickly realizing the benefits of New Mover Marketing to introduce themselves to people new to their areas, and rates of New Mover Marketing have risen dramatically over the past decade.

Dental practices that use it can see average monthly response rates as high as 12%, which is significantly higher than the industry standard 2% response rate generated by most direct mail campaigns. This means dozens of brand new patients are trying out these dental practices each month—a big deal when you consider each new customer is worth an average of \$1,000 a year.

## Reaping the Rewards

Dental practices and other medical businesses across the country are seeing amazing results from New Mover Marketing programs. Many medical practices use our services at **Our Town America** to bring new movers through their doors and build customer loyalty by offering them valuable deals.

Dr. John Penny and office manager Regina Green of **Comprehensive Family Dentistry** in St. Petersburg, Fla, have been offering a complimentary exam and x-rays to new movers through our program since 2002. Green says the New Mover Marketing program brings in 3 to 7 new families per month, with the most recent of which already spending \$5,000 in treatment.

Jason Brown, general manager and marketing director of **ER Katy** in Katy, Texas, has sparked relationships with 9 new movers who have redeemed a certificate for \$75 off their first copay and a complimentary tour of the facility in just a few months. Each of these patients also has taken home a free ER Katy first aid kit, something Brown says is a game-changer for ER Katy, which is a business model that relies on being top of mind when disaster strikes.

Dr. Nate Bonilla-Warford is celebrating the tenth anniversary of his vision practice, Bright Eyes Family Vision Care in Tampa, Fla, this summer. He has been offering new movers a \$50 gift certificate toward any service since he launched the practice in 2006, and he credits the program for solving one of his biggest challenges as a medical practice owner, which is acquiring patients without breaking the bank.

## Build Your Own Program

Building an effective **New Mover Marketing** program is more difficult for medical practices than it is for businesses that offer products and services at lower price tags. While those businesses are making a big impact with free pizzas and free haircuts, dental practice owners and managers must be more creative with their offers. So, what's the key to getting it right?

- First, partner with a proven New Mover Marketing company that understands how to help your practice create and deliver personalized and compelling offers to a brand new set of recent movers each month.
- Next, figure out what you can give away for free or at a significant discount as a dental practice. In some instances, you can offer new movers a choice. For example, would they prefer \$50 off a cleaning or complimentary x-rays?
- Offer a tour of your facility and a one-on-one meeting with their new dentist. The personal touch is key!
- Finally, find ways to extend the impact of the first visit. Send them home with a goodie bag filled with floss, toothbrushes, and even a small first aid kit with your logo on it.

In order to be top-of-mind with new movers, all you have to do is what your competitors and today's neighbors aren't willing to do—take the time to introduce yourself and welcome them to town!

*For more information on Our Town America, please visit [www.ourtownamerica.com](http://www.ourtownamerica.com), complete a **Contact Form**, or give us a call at 800-497-8360 and mention the 'Dentistry Today article'.*

Source: Dentistry Today