

# Case Study: Fabey Dental

Dental office **grows at a rate of 20% every year** with Money Mailer as their primary marketing.

## Situation:

Fabey Dentistry, a dental office out of Easton, Pennsylvania, wanted to gain new patients and build brand awareness, so they looked to Money Mailer as a direct marketing solution.

## Strategy:

To create demand, Mark Fabey featured the benefits of Dental Implants on the front of the ad, along with an offer for a free implant evaluation. On the back of the ad, the expansive ad space was used to share the story of the dental office and educated consumers about their practices.

## Results:

Fabey Dentistry was still a new practice looking to spark their business and attract new patients when they began advertising with Money Mailer. 10 years later, they are still with Money Mailer and continue to grow at least 20% ever year. The owner says they keep the relationship because they know that it's still yielding a return based on the tracking and that if they didn't advertise, they couldn't have grown like they have.

### Front of ad:



### Back of ad:

