

Marketing solutions for

# HEALTH AND WELLNESS PROFESSIONALS



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How to attract new clients and patients to build your practice





# INSIDE

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# A MESSAGE FROM OUR CEO



“Our goal is to provide you with actionable insight you need to thrive in today’s recovering and competitive environment.”

– Doug Ettinger, President and CEO, Canada Post

At Canada Post we are committed to supporting the growth of Canadian business. We know you’re anxious to move your business forward after the recent and unprecedented setbacks suffered by all practices and businesses that provide health and wellness services. We know you’re looking for new patients and clients while working to retain the ones you already have. And we know you’re doing all that while facing increasing competition.

Marketing will be key. But with so many options in marketing today, it’s hard to know what approach will deliver the best results. How do you connect with new patients and clients? How do you reach and retain your existing patients and clients?

We believe that direct mail – what we call Canada Post Smartmail Marketing™ – is the best choice for health and wellness practitioners like you. That’s why we created this booklet about how direct mail can help you overcome the challenges and take advantage of the opportunities you’re facing right now. We’ll show you how you can reach people who need your services with our powerful targeting tools and resources. We’ll show you how direct mail can help you reach your best prospects in a professional and personal way. And we’ll show you how you can use direct mail to build relationships with and retain existing customers.

Our goal is to provide you with actionable insight you need to thrive in today’s recovering and competitive environment. Our mission: to help you move forward and build your practice.

A handwritten signature in black ink, appearing to read "D. Ettinger". The signature is written in a cursive, flowing style.



# Challenges facing health and wellness practitioners today

Recent events had a direct impact on your practice, and could change how you operate going forward. As the world works through the recovery phase, marketing will be a key to reconnecting with clients and building your practice. You need to be savvy in order to win in this new landscape – and it all starts with better understanding it.

## Here are 5 challenges facing health and wellness professionals today.

# 1

### Disruption

Recent events have caused unparalleled disruptions to health and wellness practitioners like you, impacting your practice and your clients. And there are other potential disruptions to the way you run your practice, including virtual visits and sessions. Recovery, and capitalizing on what could be an increased focus on health and wellness present both challenges and opportunities.

# 2

### Increased competition

As the economy recovers, competition for new patients and clients will be as fierce as ever – likely more so. There are close to 16,000 dental practices in Canada,<sup>1</sup> over 5,600 optometry practices,<sup>2</sup> over 30,000 practicing physiotherapists,<sup>3</sup> 10,000 massage therapists<sup>4</sup>...it's a crowded market, with more practices competing for patients and clients than ever before.

# 3

### Appealing to various demographics

Your marketing needs to resonate with different audiences and for different reasons. Millennials are in a new life stage, potentially have jobs with benefits for the first time and are looking for services for themselves and perhaps for their new family or for their aging parents. Increasing numbers of newcomers to our country are also looking to establish relationships with health and wellness providers. Not to mention the massive boomer cohort requiring a whole new set of services. Also not to be forgotten – MDs and other health care providers who can serve as a rich source of referrals.

# 4

### Multiple marketing channels

Connecting with prospects and clients has never been more important – nor more complex. Will investing in digital and social channels deliver profitable returns? What's the best way to reach new patients and clients? What's the best way to build your relationship with them and retain their business? And of course, what's the best way to reach other practitioners who could refer patients and clients to you?

# 5

### More to do, less time and money to do it with

Today's health and wellness professionals operate in an evolving and, at times, volatile environment with dollar spent affecting the bottom line. A steady flow of new patients or clients is crucial for any practice or business – in fact 30% of new patients should be represented in your active client base. The solutions for acquiring and retaining patients and clients need to cut through the daily clutter and produce results.

## The good news

Yes, you're facing challenges and challenging times. But keep reading! In this resource, we'll show you how direct mail can be used, targeted and integrated with other marketing channels to help you better connect with prospects and clients that are vital to you and your bottom line.

1. Statistics Canada  
2. Statistics Canada

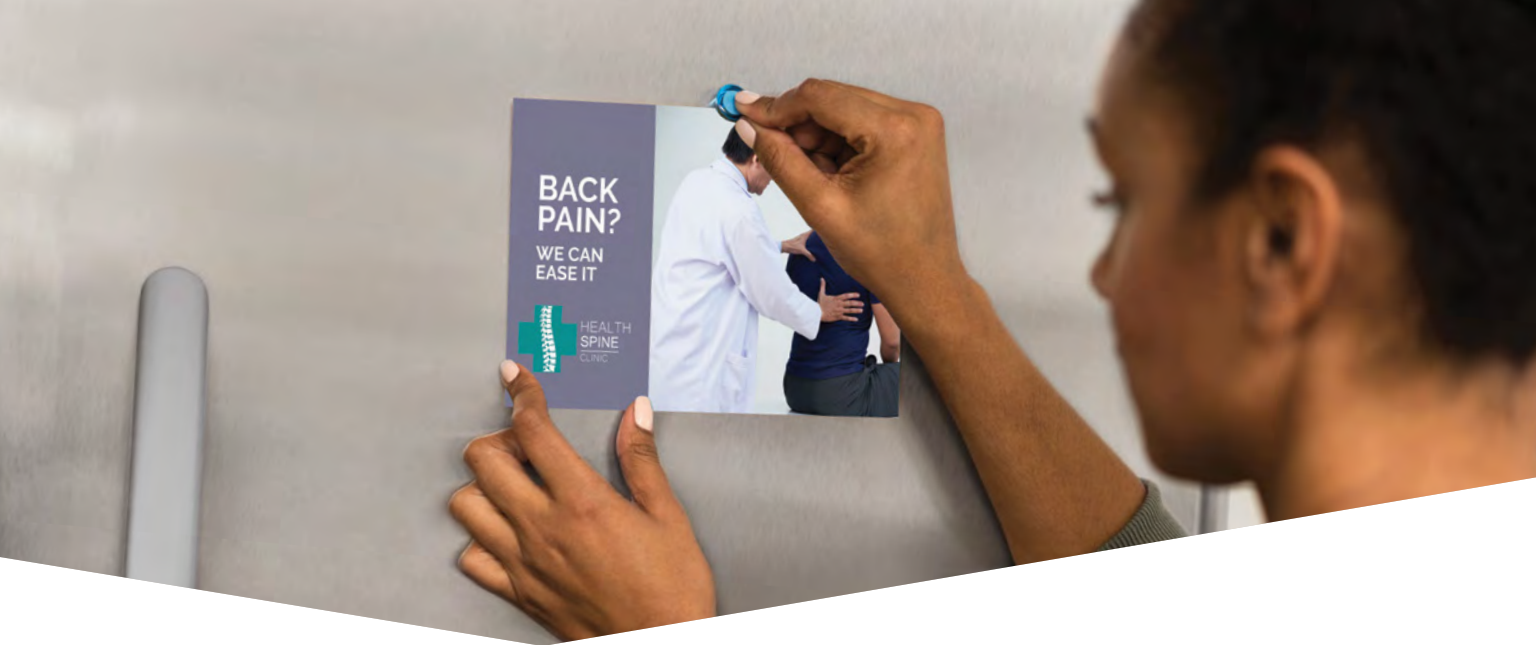
3. Jobbank.gc.ca  
4. Massage Therapy Canada



## THE POWER OF PHYSICAL

# How direct mail can boost your practice

When it comes to health and wellness services, direct mail is unlike any other marketing channel. It cuts through the advertising clutter and gives you what you need most—results. That's why even in this digital age direct mail remains a vital component of your marketing mix. Realizing results from direct mail rests on your ability to define your best prospects and use the approach most aligned with your objectives.



## BUILD AWARENESS AND RECOGNITION

**The numbers:** Research shows that when direct mail is part of your marketing mix, you will drive 39% more attention, 10% higher brand recall, and 5% greater emotional response.

**The insight:** Direct mail can deliver your message to every house, condo, apartment and business in your area and across the country.

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**The tip:** Use direct mail to reach everyone in your area that meets your criteria, including medical practices and other businesses that can offer referrals. You may want to include a recent, high quality photo of yourself to start building a feeling of familiarity.

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## WIN NEW PATIENTS AND CLIENTS

**The numbers:** 79% of Canadians save direct mail received in their mailbox, while 34% of Canadians always or sometimes display advertising mail of interest to them in their homes.

**The insight:** Simply put, direct mail puts your name and brand directly into your prospects' hands. Because it lingers in the home, your direct mail will continue to work for you until your prospects are ready to reach out.

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**The tip:** Be sure to include a strong call to action so prospects know what you want them to do.

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## DRIVE REFERRALS

**The numbers:** 68% of Canadians say they are likely to share advertising received in their mailbox.

**The insight:** Your direct mail can reach beyond those who receive it, resulting in referrals from existing patients and clients.

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**The tip:** The Canada Post Personalized Mail™ service is a direct way to reach existing patients and clients—and to offer them incentives for referring a friend.

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## DRIVE PROSPECTS TO YOUR WEBSITE

**The numbers:** 64% of consumers visited a website after receiving direct mail<sup>1</sup> and 54% engaged with social media after receiving direct mail.<sup>2</sup>

**The insight:** Consumers, especially younger cohorts like millennials, prefer to research online before making decisions on practitioners. You've invested in a website and probably a social media presence as ways to extend your brand and demonstrate your knowledge and credibility. Direct mail is a proven way to create top-of-mind awareness and drive prospects to your website.

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**The tip:** Use direct mail to encourage website visits for more information.

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1. Swiss Post. *Comprehensive Mail Study*, 2014.

2. Royal Mail MarketReach. *The Private Life of Mail*, 2015.

# Increase the value of your customers with personalized direct mail

Uniprix adds personalized offers to its Christmas catalogue and is delighted with the results



## TAKING ON RETAIL GIANTS

Uniprix Group is Quebec's largest group of independent pharmacists. Its members are known for caring about the well-being of their local customers as their friendly neighbourhood pharmacist.

The group needs to play smart to compete with mass merchandisers and generate traffic in its stores.

## CLOSE TO CUSTOMERS, IN EVERY WAY

Uniprix's personal approach extends to its advertising campaigns. For the 2014 Holiday period, the company added offers to its Christmas catalogue exclusively for its most loyal Beauty Card program members.

Some 20,000 customers were entitled to \$5 off with every \$20 purchase in store. A \$20 discount on any cosmetics purchase of \$100 was also offered to more than 85% of these customers, while the rest could save \$10 on their cosmetics purchase of \$50.

## OFFERS ADJUSTED TO BASKET VALUE

To ensure the best offer to its loyal customers, Uniprix conducted an RFM analysis. With this method, customers are scored according to the recency (R), the frequency (F) and the monetary (M) value of their purchases. The theory is that the most active buyers are most likely to respond to an offer. And the physicality of a direct mail can reinforce this behaviour.<sup>1</sup>

"Personalized mail is a natural choice for a company that aims to be close to its customers like ours," explains Caroline Blazy, Relationship and Digital Marketing Manager at Uniprix. "It strengthens the bond with our customers. What's more, any undeliverable mail helps to keep our mailing lists up to date, and the bar codes provide us with important data for future campaigns."

"The offers motivated our customers to buy more products and we will fine-tune them further in our upcoming direct mail campaigns," says Ms. Blazy.



## HEALTH RESULTS

**5.4%** of customers used the \$5 coupon, spending an average of \$50.20 (150% more than the minimum \$20 required).

The average baskets for the other offers were **25%** higher (\$63.82 and \$126.32) than the required minimum spend (\$50 and \$100).

To learn more about Canada Post's direct mail solutions for customer loyalty, go to [canadapost.ca/smartmailmarketing](http://canadapost.ca/smartmailmarketing).

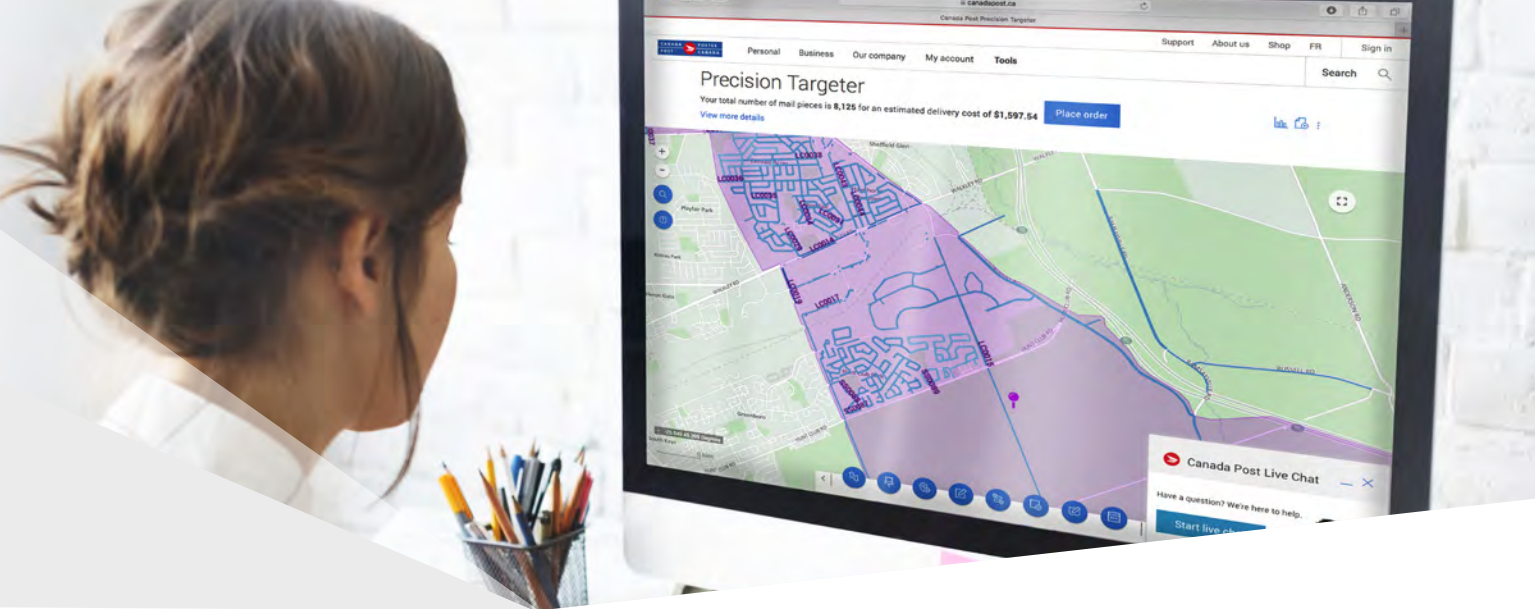
1. Canada Post, *Breaking Through the Noise and A bias for Action* white papers, 2015.





# Getting started with direct mail

Determining who to target is critical to the success of your campaign and you have options on how to approach this important step: you can do it yourself with Canada Post's online tools, or for more complex targeting, you can work with a Canada Post Data Advisor. If you need support with more than targeting, one of our expert partners can help you from start to finish.



## CANADA POST'S PRECISION TARGETER™

Finding the people that you most want to target is a critical success factor for you. We can help you achieve this goal, thanks to our free and easy-to-use turnkey solution, Precision Targeter. It helps you home in on prospects with the most potential to become customers. With its interactive maps and rich demographic data such as age, income, education and marital status, Precision Targeter can filter searches based on 14 demographic categories so that campaigns are more likely to resonate with the kind of prospects that make the most sense for your practice. Some examples:



### MILLENNIALS

Within the first 15 years of entering the workforce, Canadians tend to transition to new life stages. They get a job with a steady income and health benefits for the first time. They may have a partner and start a new family and start realizing the importance of the health care decisions they're making for themselves and others. To target this important cohort with Precision Targeter, you could select these filters:

**Age range:** 20-37

**Household income:** \$80,000+

**Marital status:** Married, common law



### BOOMERS

The Boomer cohort is retiring and starting to need more health and wellness services. Their eye health may be changing, their hearing could require monitoring, dental is more important than ever...To target this cohort with Precision Targeter, you could select these filters:

**Age range:** 60+

**Household income:** \$100,000+

**Marital status:** Married

Learn more about Precision Targeter at [canadapost.ca/precisiontargeter](https://canadapost.ca/precisiontargeter)



## CANADA POST DATA ADVISORS

A Canada Post Data Advisor can help you with your marketing efforts by optimizing your campaign with even more precise targeting or help to manage multiple campaigns for numerous locations. Canada Post can help handle the work and make sure you maximize your results.

- Provide access to mailing lists that match your ideal patient or client.
- Recommend targeting options to your specific location boundaries.
- Consider drive distance, time or radius around your locations to identify the right areas to target.
- Review how to optimize campaigns with demographics, behavioural or business attributes.

You set your budget and we can help direct mail deliver for you.

## CANADA POST'S SMARTMAIL MARKETING PARTNER™ PROGRAM

Want to get serious about your targeting and direct mail game? Canada Post is connected with more than 250 partners across the country who are direct mail marketing experts. Use partners for a variety of reasons:

- to develop creative that drives consumer attention, emotional engagement and brand recall;
- to better integrate your marketing mix across channels;
- to ensure your mailings meet all print and processing requirements.

In addition, you can enhance your targeting and campaign integration with a designated Canada Post Smartmail Marketing Expert Partner™. To connect with our expert partners and local partners, visit [canadapost.ca/directory](https://canadapost.ca/directory) or see the list on the following page.

## To find new customers you have to be able to define who you are looking for. Ask yourself:

- What are the demographics of my best clients (age, income, education level)?
- Are my clients clustered in specific geographical areas?
- How might pain points influence their buying habits?
- Are there any life stage and/or lifestyle traits that they have in common?



Smartmail Marketing  
Partner





# Your direct mail design checklist

To optimize your direct mail for results, make sure it has these features:

- ✓ **A strong call to action:** Whether it's to subscribe to a newsletter or to set up a consultation, make sure your call to action is specific, easy to understand and easy to find.
- ✓ **Clear and concise text:** Don't overload the page with too much copy, it's a turn-off.
- ✓ **Simple design:** Avoid cluttering the page – that makes it harder to digest your message.
- ✓ **Action-oriented words:** Use clear and concise language to motivate your audience.
- ✓ **Eye-catching visuals:** Use high-contrast imagery and bright colours – it can make your piece stand out.
- ✓ **High quality:** Use high-res images, good paper stock and a reputable printer. Proofread your copy. This will strengthen your trust factor.

Learn more about how to create direct mail that works  
in our new *Essential Guide to Direct Mail: Everything You've Ever Wanted to Ask*.  
[canadapost.ca/guidetodirectmail](http://canadapost.ca/guidetodirectmail)



# BUILD YOUR PRACTICE WITH CANADA POST

To learn more about integrating direct mail into your marketing mix, visit [canadapost.ca/betterresults](https://canadapost.ca/betterresults), connect with your Sales Representative or call our Commercial Service Network at **1-866-757-5480**.



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