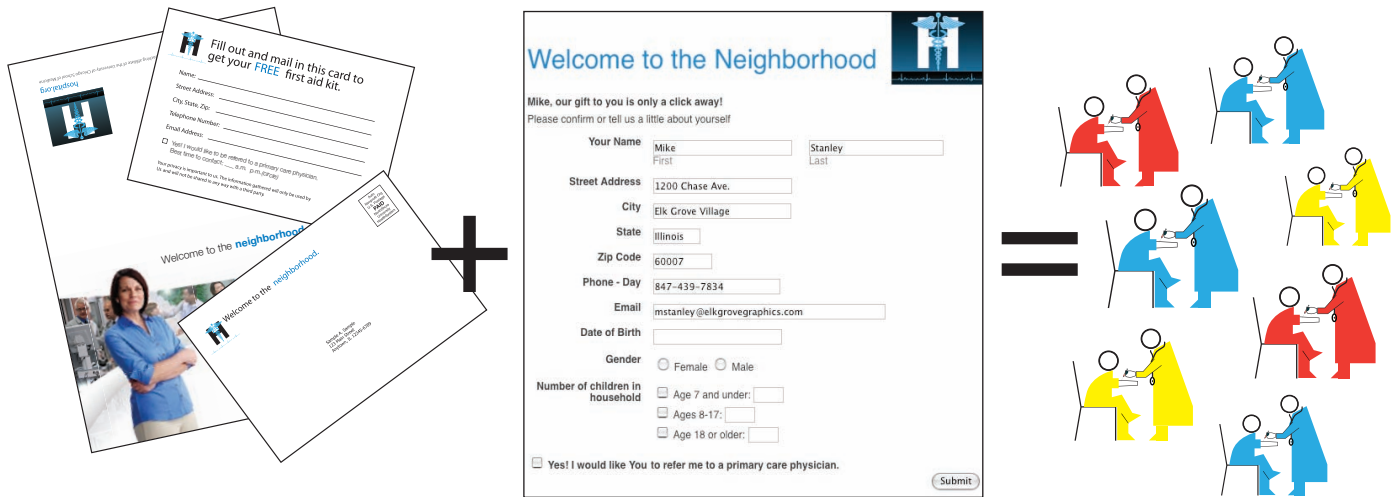


New Mover's Campaign Drives Awareness and Revenue

People who recently have moved into a new area are immediately looking to fill very important voids. For instance, where is the nearest school for my children? Where can I conduct my personal banking? And, who is going to be the primary doctor for my family and me? One wants to be well informed before making these important decisions and using a hybrid strategy of print and online channels is a powerful way to communicate these messages.

Challenge:

A large Chicagoland Hospital network was looking for a creative way to reach individuals and families who just moved into their service area. The goal was to welcome these people through a printed piece that generated awareness for their Hospital system and encouraged them to learn how they could provide competent patient care today and in the future.



Solution:

Our team worked with their marketing department to develop a hybrid strategy using both print and online channels to drive and capture response rates. We used a mailing that included a general overview brochure, refrigerator magnet with emergency information and a welcome letter that included a PURL (personal URL) requesting them to sign up for a free first aid kit.

When individuals went to their PURL web page they also had an opportunity to provide additional information about themselves and their families that would give the Hospital system an opportunity to send additional patient care information specific to that demographic. For example, a family with young children might want to know who the closest pediatrician is to their house; or a fifty year old man could be looking for a primary care physician to perform consistent colonoscopy screenings. Capturing this information not only provides valuable information regarding the healthcare needs of this household, but also saves the Hospital system precious resources by not generalizing correspondence to people who may not have a need for it.

We developed a complete turnkey solution. The first of each month we receive one database that drives the entire print and online campaign. We cleanse the data and make sure we are not duplicating efforts to current patients or previously reached households. To date, we have garnered a 16% response rate to the campaign which has brought dozens of new patients into their Hospital system!

New Mover Campaigns are valuable marketing tools for many different industries. We have executed successful campaigns for banks, schools and hospitals, just to name a few. Please contact your sales representative or marketing@elkgrovegraphics.com to learn more.

