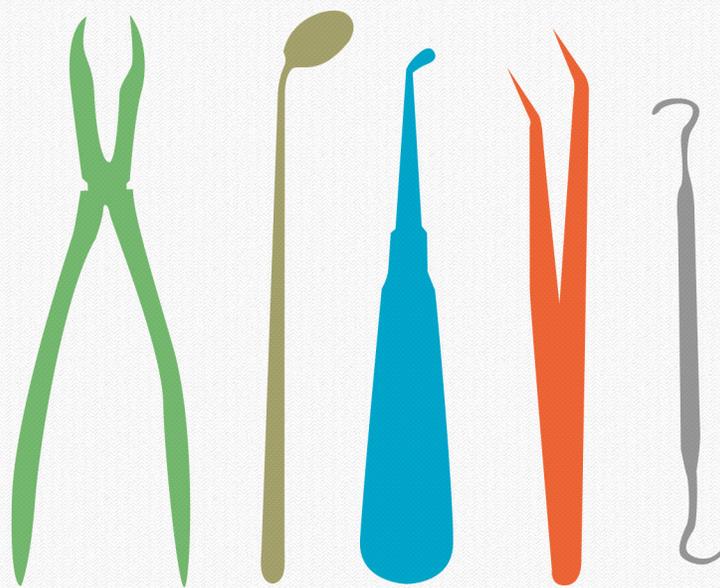


# DENTAL & ORTHODONTIC

## EMAIL MARKETING



# DENTAL & ORTHODONTIC

## EMAIL MARKETING

### FOREWORD

*“Every tooth in a man’s head is more valuable than a diamond.” - Miguel de Cervantes, Don Quixote*

No matter how the economy fares and whether we’re in boom times or recession, your patients will always require your expert quality services. However, many dental & orthodontic professionals find themselves in a more competitive industry at a time when the costs of overhead are skyrocketing. In order to drive more business, the dental & orthodontic sector has steadfastly advertised in the traditional, conventional media such as newspapers, radio, and Yellow Pages advertisements and listings. These stultified media are no longer as effective as they once were due to a revolution taking place before our very eyes. Every month millions of people all over the world adopt the web-enabled mobile lifestyle. They have found that the latest generation of smartphones and other mobile devices that are permanently connected to the internet allows them to take on a communicative lifestyle once considered little more than science fiction.

Today’s dental and orthodontic patients have their mobile web devices with them 24 hours a day and seven days a week. They are constantly in contact with their social circles and cliques via the amazingly popular sites that house the social networks of our time, specifically Facebook and Twitter. As the spread of social media continues its cavalcade across the public consciousness, these prospects are being reached by email at an equal yet increasing rate. Email has been found by proprietors of dentistry around the country to be the preferred method of reaching both current patients as well as prospective patients so that they can continue to grow their clinics and their businesses.

As so many of your prospective and current customers are in the midst of a massive migration to a fully mobile lifestyle, the most effective way to make an impact on these prospects is by implementing an effective, powerful, and comprehensive campaign of email and social media marketing. Dental professionals everywhere are realizing that email marketing is by far the number one most cost effective marketing method. The Direct Marketing Association conducted an extensive survey of email marketing return on investment (ROI) in 2009 and found that for each single dollar invested in the process, an extremely impressive \$43.62 was returned. This rate cannot be matched by any other marketing approach, whether it be from traditional, conventional media, or even alternative methods of online outreach.

Given this power, flexibility, and cost-efficiency, it is surprising that a disproportionate number of dentistry are not currently engaging in email marketing at all, thus losing out on a very powerful means of attracting new patients and obtaining repeat business from current ones. Fully eight out of every ten clinics do not currently engage in email marketing, which is leaving the field wide open for the two out of ten that do. The burgeoning number of prospects that can be primarily reached via email are being left to this scant 20% of all dental and orthodontic owners and managers to reap.

If your dental or orthodontic business counts itself in the bare minority that has shown the savvy and prescience to embrace the innumerable advantages of email marketing, this guide can help you hone your online communications

campaign for top efficiency and maximum ROI. If you are one of the vast majority consisting of four out of every five dentists who fail to promote their business via email in any way, then this guide should certainly convince you of the wide horizons that are waiting for you to explore. You will soon discover that there is an entirely new strata of customers in your community that is currently seeking your services but, due to your insufficient online visibility, is currently turning to your competitors who are taking advantage of the latest email and social media marketing techniques.

Your dental business relies on being a cornerstone of the community. Dental professionals are among the most trusted and respected healthcare workers, and the best way to maintain this enviable status in the eyes of your customers is by educating, informing, and entertaining them through the medium of email and social media marketing.

- Curt Keller  
CEO  
Benchmark Email

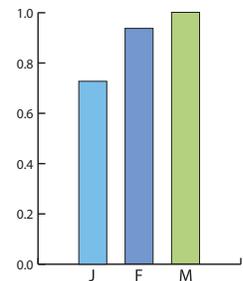
## ► Introduction

This report, Dental & Orthodontic Email Marketing, was commissioned to analyze the present state of [email marketing](#) for the benefit of the various dental & orthodontic business owners and managers in order to refine the company's online promotional strategy. The conclusions of this report should be able to assist the directors of these marketing efforts to improve their promotional approaches in the following ways:

- Understanding how to conceptualize and execute an email marketing campaign that will attract a new patient base, while at the same time maintaining the fealty of the existing base.
- Gaining an overview of the significant challenges that come with maintaining a strict adherence to the vast volume of both legislative and self-regulatory standards of the dental & orthodontic industry.
- Identifying and analyzing the most relevant statistics regarding the effective strategies applied by dentistries around the country.
- Utilizing strategic email marketing campaigns designed specifically for your business.

The data contained in this report was correlated from a series of statistical studies that were recently published in the industry literature. These surveys sampled the managers and owners of dental & orthodontic businesses around the United States and Canada and ranged from the smallest to the largest operations. The data retrieved by this effort may be found within the Dental & Orthodontic Email Marketing Survey section.

The salient goal of this report is to present a series of questions that any dentist should be asking of his or her current promotional methods, and to direct the reader to an overview of potential strategies that could be employed to boost efficiencies and derive solid bottom line results. Through the analysis of the current best practices in email marketing among dental & orthodontic businesses (referred to collectively as dentistries), the goal of this report is to present a thorough analysis of the performance of these varied approaches to email marketing within this industry and provide logical and achievable solutions.



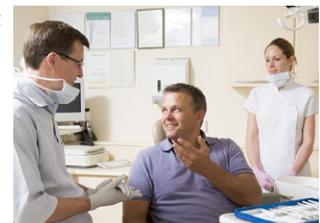
## ► Background

Dentistries have been slower to adopt the benefits of email marketing than what is the norm across all industries. Only 20% of these companies' directors are currently promoting their businesses through email marketing, though 37% of all dental businesses state that they intend to start using online email marketing in the near future. A total of 80% do not market their businesses via email at the current time and, in a surprising discovery, fully 43% state that they do not have any future plans to engage in email marketing.

The experienced, professional owners and managers of dental companies who are able to successfully implement a comprehensive email marketing campaign discover that in many cases this becomes their promotional method of choice. Having determined that a primary priority is collecting as many email addresses as possible, these managers ensure that clear permission is universally obtained before a subscriber is added to a contact list.

The collection of email addresses is usually accomplished through these separate methods:

- At the dental office
- At healthcare events
- At concert events



- At sports events
- Through parades and other municipal & social events
- By sponsoring little league and other local teams
- Via their website signup page
- From collaborative local businesses such as medical and walk-in clinics
- Word of mouth
- Email-only promotional sales



Many of the participating dental business owners are realizing that engaging in an encompassing email and [social media marketing](#) process does not equate to a one-to-many broadcast form of communication. The broadcast model that was the basis of the conventional forms of newspaper, radio, and television advertising has been left behind in the online age. In order to engage the customer, these innovative and direct online forms of promotion must take the form of a one-on-one, loosely structured and precisely personal conversation with your patients and prospects.

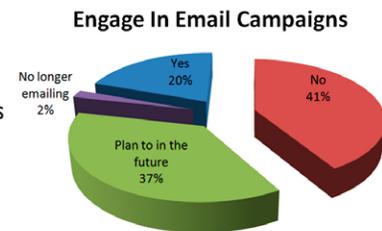
Experts agree that email and social media marketing have steered the market direction with a promotional approach that deserves serious consideration by the dental industry. It is indisputable that the relatively small proportion of dental & orthodontic businesses actively involved in email marketing is obtaining significant competitive advantages via the access to a separate and unique collection of patients.

## ► Dental & Orthodontic Email Marketing Statistics

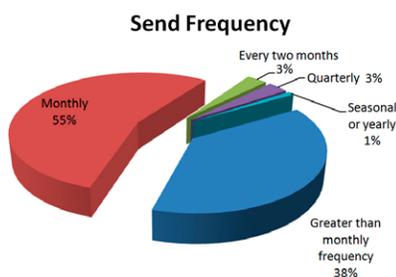
This correlation of statistical data was derived from major surveys and leading industry sources. The information was obtained via the answers received as the product of direct queries posed to dental & orthodontic owners and managers.

### Dental & Orthodontic Businesses that Engage in Email Marketing

The statistics contained in the graphics below are gathered from dentists throughout North America that replied that they are actively engaged in [email campaigns](#). This percentage is a relatively small 20%. However, it seems that a notable percentage (37%) of both dental and orthodontic business directors realizes a pressing necessity to launch email marketing campaigns in the near future.



A number of small dental offices may believe that they are not properly set up nor currently command the customer base to engage in a comprehensive email marketing campaign. These business owners and managers may also be of the opinion that they do not have the technology or the manpower to leverage the advantages of email and/or social media marketing; some even believe that they are not well enough informed to implement a campaign, nor how it can be a source of considerable financial success.

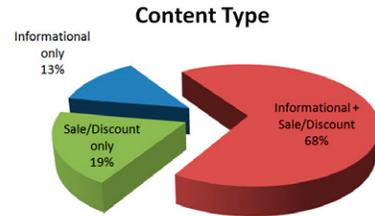


### Dental & Orthodontic Sending Frequency

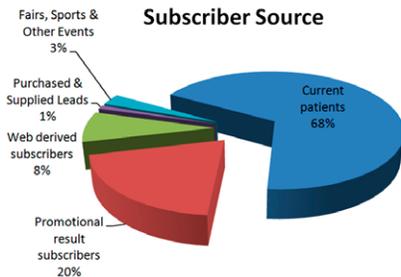
55% of all dental and orthodontic [email newsletters](#) (and related content) is issued on a monthly basis. This more than half of the total seems to be the norm for the frequency of sends, with an email send rate greater than monthly being reported as 38%, and a longer time between email sends taking up a total of barely 7%: 3% for every two months, 3% for quarterly mailings, and 1% for seasonal or yearly sends.

## Dental Content Type

The type of emailed copy set up to blend both information and special discount promotions accounted for approximately seven out of every ten (68%) emails. Email missives that were strictly informational in scope were responsible for just 13% of all emails, and the messages that lacked informational content and were directly focused on sales as well as discount offers were nearly one out of every five at 19%.



## How Businesses Obtain Email Subscribers



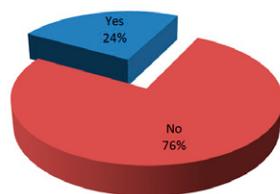
According to these findings, dentistry tends to have a much larger percentage of their current patients on email subscription lists than is common in other industries. Approximately two thirds (68%) of dentistry subscribers are patients who have visited the facility at some time in the past, with a total of 20% being subscribers that were enrolled through a variety of other promotional offers. Online solicitation and adhesion accounted for 8% of the subscribers on the list, 1% were leads that were purchased or supplied, and various community events were responsible for 3%.

## Typical Dental & Orthodontic Email Subscriber List Size

More than half (53%) of all lists have less than 500 entries, with the other 47% being composed of larger lists: 500-1,000 is 19%; 1,000-3,000 is 15%; 3,000-5,000 is 2%; and 11% are over 5,000. These statistics may indicate that the more elevated levels are achieved by the larger operations.



## Segmentation

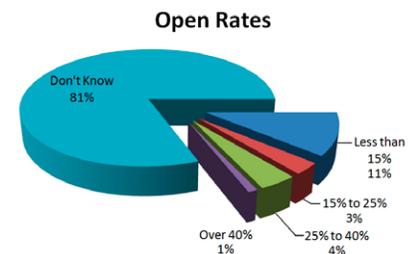


## Dental & Orthodontic List Segments

An elevated proportion equaling 76% do not segment their lists and therefore send out identical content to every individual on their subscription lists. The clear value of segmentation does not seem to be evident to nearly three quarters of dental businesses. Only 24% are applying segmentation procedures to their email subscriber lists.

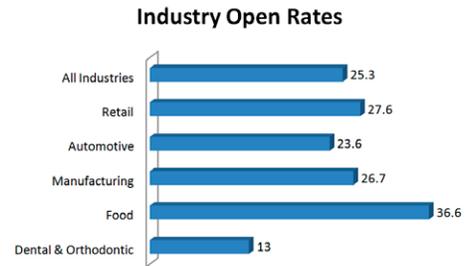
## Email Open Rates for Dental & Orthodontic Campaigns

A high percentage of all dentistry remain unaware of how many of their sent emails are actually opened by their prospects. With only 19% of all clinic owners or managers able to review their open rates or even fully comprehend the value of this metric, this statistic demonstrates that the dental business is lagging behind the current state of the art in the interpretation and comprehension of the most basic email marketing metrics. Of the less than one quarter of all dental & orthodontic facilities that did track this extremely important metric, 1% reported that their opens were over 40%; 4% stated it was 25-40%; 3% claimed 15-25%, and 11% admitted that less than 15% of their emails were actually opened.

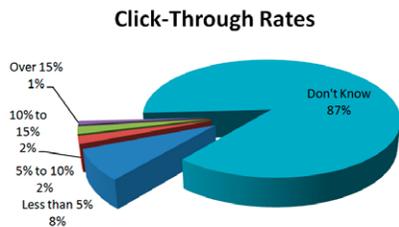


## Versus Industry Open Rates

The open rates claimed by dental & orthodontic businesses (13.0%) are well below the medians claimed by other major industrial sectors.



## Dental & Orthodontic Subscriber Click-Through Rates

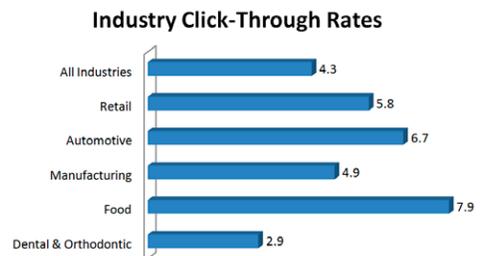


87% of dental & orthodontic owners and managers do not know what their current CTR (click-through rate) statistics are. These directors are not able to calculate the performance of their email marketing campaigns since they lack the basic tools for this interpretation and analysis. Only 13% of all businesses were aware of their CTRs, with 1% claiming that they were getting a CTR that is greater than 15%; 2% stating 10-15%; another 2% receiving

5-10%; and 8% claiming that their CTR is less than 5%.

## Versus Industry Click-Through Rates

Considering that this specific data is based on a very small percentage, the CTR of dental & orthodontic businesses of 2.9% seems to be well below average for the other industry sectors.



## Dental & Orthodontic Email Marketing Goals

### Short Term Goals

An expertly implemented and fully comprehensive email marketing campaign that is designed to meet and exceed the particular requirements of your dental business can be expected to show these results over a fairly short term:

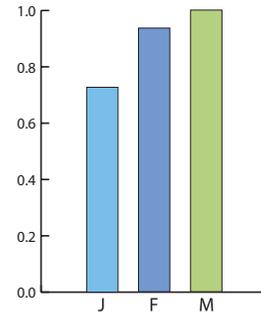
- Cross-promote dental hygienist's services
- Customer response and participation
- Encourage upgraded & more frequent dental products & services
- Extend online presence & authority
- Facility recognition
- Increase customer confidence
- Increase customer knowledge of services available
- Same quarter sales
- Word of mouth



## ► Long Term Goals

Over the longer term, dental businesses can expect that a truly professional email marketing campaign will produce:

- Facility loyalty
- Gaining competitive advantage
- Higher traffic for a broader range of dental & orthodontic work
- Increased cooperation from suppliers and related businesses
- Online authority translating to local market leadership
- Year on year sales
- Repeat sales
- Diversification



An ongoing, properly designed email marketing campaign has been consistently proven to ameliorate a dentistry's bottom line. However, this is an endeavor that requires a significant investment of resources, manpower, and time. When you are ready to launch a specifically targeted email marketing and promotional campaign, it is of paramount importance to ensure that these factors are thoughtfully considered.

## Implementation

Email marketing differs significantly from the conventional placement of a Yellow Pages listing or a local newspaper display ad. In traditional media advertising, the liability that is created if the ad is noncompliant with a series of legal restrictions is fairly negligible. Traditional advertising such as print and broadcast requires that the claims contained in the ad are factually verifiable. If that prerequisite is satisfied, then the advertiser need not be concerned with any legal entanglements. When email marketing is considered, it is evident that there are two disparate levels of legislation that must be adhered to: federal and state laws, as well as the particular industry's standards for self-regulation. If all of the specific conditions necessitated by both levels of these standards are not fully satisfied, the resulting email marketing campaign can be a source of potential legal trouble for your dental business.

## Compliance

Many dental & orthodontic business owners and managers are under the misconception that if a patient provides a contact form or business card, sufficient permission has been granted to enter that client's personal data into an email subscription list. They may argue that the act of the patient providing personal information is sufficient verification that they wish to receive email newsletters, even though at no time were they notified that they were granting permission for that activity. Any information on any client that is entered into an email subscription list without clear and distinct permission to receive emails is a violation of both governmental legislation and dental industry self-regulatory standards. Federal law calls for direct approval to be obtained from the patient or prospect and that approval has to be both logged and available for future review. Dentistry owners and managers who believe that they are not subject to this legislation must keep in mind that the penalties for violation are severe, with fines of thousands of dollars per occurrence, plus the possibility of incarceration.



## CAN-SPAM Must Be Respected

United States Federal [CAN-SPAM](#) legislation is extremely strict in what comprises the proper and accepted approval by a client for inclusion on your subscription list. In precise legal terms CAN-SPAM is a legislation based on the concept of opting-out: A determination of the right of any subscriber to be taken off your email list at their request. Email marketing best practice standards avoid any possible violation of CAN-SPAM by confirming that specific and clear permission is obtained from all your prospects before placing any of their information on your subscription list. Violating CAN-SPAM legislation is an extremely severe charge that a dental professional must avoid at all costs.



## Unsubscription Facilitation

Any unsubscription request by a customer on your list must be fulfilled. The emphasis is on you to ensure that this procedure is easily locatable, simple to use, and unanimously effective. Each request to no longer receive your newsletter or to be taken off the subscription list must be fully carried out in a very short period of time, as federal legislation is quite strict about the penalties that can be imposed against violators who make their unsubscription procedure difficult or outright impossible.

## Bouncing Email Management

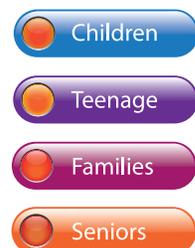
Emails that cannot be properly delivered are returned or “bounced” by a function known as a Mailer Daemon. The two ways that emails are returned are termed as either soft or hard bounces and both types require some form of action on your part. Soft bounces can generally be resent but attention must be paid to how many times they are returned, as that can indicate a problem on your prospect’s side. The act of resending emails to an address that has already been identified as a hard bouncer can very quickly trigger a situation where your ongoing email sends may be treated by many of the leading ISPs (internet service providers) as if they had been sent by a spamming organization on a [blacklist](#). This identification of your business as a spammer can swiftly damage or destroy your online reputation outright as well as make the sending of future emails next to impossible.

## Privacy Policy

If you do not have a relevant and original privacy policy, your dental business can be subject to serious legal problems. Your privacy policy must never be copied from the website of one of your competitors as it must be drawn up specifically to suit your business particulars. To avoid convoluted and expensive legal problems, consult your attorney to have a correct privacy policy drafted for all of your online activities.

## Properly Segment the List

Segmentation is the activity of categorizing your email list due to the various identifying characteristics of your subscriber base as well as the forms of products and services that they are most likely to be requiring. Segmentation can be applied to a broad range of information about your patients and prospects including lifestyle, public, commercial, demographic, [psychographic](#), life cycle, and behavior data. By scrutinizing your subscription list and crafting specific content for each strata, you will be able to meticulously appeal to the subscriber’s preferences and requirements.



## Keep Testing the Content

Many dental business owners and managers may have a pre-existing belief as to what “should” be appealing to each segment of an email list. These hunches are not necessarily correct or sufficient unless they are validated and verified by

a sequence of A/B tests. These A/B tests are implemented by drafting content that is developed to appeal to each specific section of your subscription list and then testing multiple partial samples in order to determine the types of responses that are received. These A/B tests provide valuable insights that can help you hone and focus your marketing strategy. Continuous A/B testing will improve response rates over time and lead to additional patients seeking more dental services.

## Obtain the Prospect's Data

It is imperative that you assure your prospects that their information will be kept in a completely secure form and that it will never be bartered, sold, or in any way shared with third parties. As you grow your email subscription database, your segmentation activities can deliver results that become more and more accurate over time. The more information you can glean, the more you can apply it to serve your patients' needs to a greater degree.



## Analyze the Prospect's Behavior Patterns

An analysis of the open and click-through metrics will shed considerable light on your prospects' behavior patterns when they receive your email newsletters. A number of subscribers do not open your emails at all, therefore the act of continuing to send to these individuals is pointless. These people should be eliminated from your subscription list. Other subscribers do open and read your email newsletters but your metrics may show that they do not follow up with the click-through, which is action you want to provoke. The reality that these subscribers are reading your emails is significant, therefore they should not be jettisoned from the list. These are the kinds of prospects who are most likely to visit your business when they require dental services even though they are not necessarily motivated enough at this time to engage with you online.

The most important individuals on your subscription list are the patients who both appreciate reading your emails and clicking through to your online [landing pages](#). These prospects are the most desirable type as they are both open to your message and responsive. Facilitating these prospects by providing informative and entertaining content as well as promptly and thoroughly addressing their queries can prove to be a considerable boost to your business.



## Good Email Practices

A broad range of dental best practices should be included into your email marketing campaigns. [Subject lines](#) should be carefully drafted to ensure that the reader is provided with ample incentives to both open and read the email newsletter. For maximal results, your segmentation and A/B testing efforts can be tied in to multiple landing pages that contain specifically targeted content to fulfill the requirements of the type of testing you are currently involved with.

## Email Metrics

Statistics in this report demonstrate that almost nine out of ten dental business owners and managers were not aware of their actual click-through rate, and over four out of five were also unaware of their critical open rates. This failure to keep track of these key [email metrics](#) when engaging in email campaigns is a serious shortcoming, denying the dental business manager or owner the capability to scrutinize the specific factors contributing to the performance of their online marketing.

## ► Benchmark as Your Dental & Orthodontic Email Marketing Solution

You can now team up your dental business with the top ranked email service provider professionals at Benchmark Email to affordably and efficiently reach your customer base. Benchmark Email is renowned throughout the online communications sector as one of the most successful email service providers: empowered by over 73,000 enthusiastic users. With a rock solid basis of many years of experience in catering to the requirements of dental and orthodontic businesses such as yours, Benchmark Email is now proposing a fully featured and totally comprehensive [Dental & Orthodontic Email Marketing Solution](#) that will provide expert email marketing and social media integration. Return on investment is one of the most significant metrics of any email marketing plan and the features to be found in Benchmark Email's DIY email and social media communications are conveniently accessed via an easy to use web interface. The total of these industry standard capabilities can act to noticeably benefit your dentistry at a remarkably low price.



## Opt to Have Benchmark Email's Top Marketing Concierges Do the Work for You

The professional dentist or orthodontist has to understand when to delegate work to capable, valued, and trusted personnel. In a similar fashion, you might opt to consider the adoption of a hands-off approach to your email marketing campaigns by means of the delegation of the particular project to the savvy messaging professionals at Benchmark Email. You can take the next critical step for your business by participating in the [We Do It for You Full Service Email Marketing](#) process, employing savvy pros at Benchmark Email as your own email and social media facilitators. In order to get these advanced facilities to perform for you, all you need to do is provide your subscription list along with a notation of the primary elements you prefer to publicize in your email marketing campaign, and the Benchmark pros will get your campaign activated in short order.

Benchmark Email will create fully customized templates that contain alluring and directly relevant graphics, correctly calibrated to display on both the widest computer monitor and the tiniest mobile phone. Provided with Benchmark Email's [real-time email reports](#), you can make an accurate determination of trends and successes with current and historical campaign performance metrics. Your online email liaisons will ensure that your business is vividly featured on the most highly trafficked social networks by supplying a broad spectrum of online postings - including publishing your current newsletter links on your own Twitter page!



Benchmark Email's top communications and promotional experts will control every phase of up to two completely separate email marketing campaigns for you. If you want to implement additional campaigns at the same time, they can be supplied at a nominal upcharge. Their wide-ranging capabilities cover every factor of your business' campaign, including cleaning up and segmenting your subscription list to your exact specifications; activating auto-respond functions to supply effectively instantaneous replies to your customers 24 hours a day; and through the creation of patient feedback channels, they can derive an exhaustive prospect survey as well as define and compile personalized polling activities that will provide you with the subscriber characteristics you need in order to precisely focus your marketing efforts.

## ► Sector Standard Features

Whether you opt for Benchmark Email's Do It Yourself or the We Do It for You service, your dental or orthodontic business can derive benefits from these advanced features:

**Advanced Message Scheduling** - Your email communications can be scheduled at any time you desire in the future, at whatever day and date are best suited to your subscribers. By utilizing sophisticated autoresponders (also known as [drip campaigns](#)), Benchmark Email allows you to schedule



a series of countdown timers. These timers can correlate with specific events such as the date of the initial subscription, renewal dates, your patient's birthday, or any other anniversary date.

**Complete Video Integration** - Benchmark Email provides an exclusive [video email](#) process that allows video dealing with your dental business' most promotable events, innovations, discounts, or other informational content to be successfully delivered to your subscribers while minimizing file sizes.

**Contact List Management** - As the volume of your subscriber base continues to burgeon, it becomes a far more convoluted task to keep each entry up to date and verified. Benchmark Email's [list management](#) facilities assist you in the tasks of segmenting, streamlining, and rationalizing all of your subscriber lists so that you can identify groupings based on sequences of behavior, gender, and age specifications.



**Delivery Assurance** - Over the years, Benchmark Email has consummated highly successful relationships with all the major ISPs in order to ensure that our [email delivery rate](#) ranks among the highest in the business. The foundation of this success is Benchmark Email's dedicated commitment and strict adherence to email marketing best practices and integration of exhaustive anti-spam features.

**Expertise & Technology** - The sophistication of Benchmark Email's technical infrastructure is also unsurpassed, allowing for the application of total control over every step of the transmission of your email campaign. This technological command ensures that any form of email from video to HTML to plain text will be professionally and promptly delivered to your recipient's inbox.

**Full Tracking Reports Incorporating Visual Graphs** - Benchmark Email's extensive email tracking reports are realized in readily comprehensible graphic illustrations of all your campaign's results. Each statistical grouping is also defined in basic language without relying on complex industry jargon. You'll be able to comprehend precisely how your campaign is performing by a very basic review, plus use the [Opens by Location](#) feature to visualize exactly where your emails are being opened.



**High Volume Plans** - Every size of dental or orthodontic business obtains our most advanced and efficient features and services. Whether your venture requires 100,000 or 1,000,000 emails per month, our [high volume plans](#) offer an array of performance capacities directly suited to your elevated traffic sends.

**Polls & Surveys** - These extremely pliant tools allow you to aim your entire campaign according to the preferences of your customers and dental prospects. By creating a custom range of customer participation forms, your business' marketing goals can be achieved with precision and accuracy.



**Social Media Tools** - It is the habit of a number of dentists to collect email addresses directly from the customer in the business facility or at various other locations or events. Regrettably, many dentists are not leveraging their social media approaches specifically to the task of building their subscription lists. Benchmark Email can provide comprehensive [social network integration](#) on major, leading sites such as Facebook and Twitter to assure that your marketing message will be shared and "Liked" extensively among the social cliques and circles of your subscription prospects.

**Templates** - Benchmark Email is in a position to propose hundreds of highly specialized email templates: all swiftly customizable to precisely conform to any dental business' marketing requirements. The programming and graphic arts experts at Benchmark Email can manipulate any of these templates to suit your precise requirements and even design a fully customized template that can be reserved for your exclusive use.

## ► Benchmark Email Understands Your Business

Reaching a high level of success in a dental or orthodontic email marketing campaign requires extensive consideration of a wide range of factors. Benchmark Email relies upon years of extensive professional experience to optimize your dental or orthodontic business' promotional methodologies and shape how they relate to your subscriber email address collection procedure:

- Community involvement and volunteering
- Concert, sports, and other mass events
- Healthcare/dental care conferences and public events
- Holiday promotions
- Local and regional promotions
- Promoting word of mouth
- Scholastic outreach programs
- Supplier co-ops
- Sweepstakes and contests
- Team sponsorships



## Results

Just a portion of the beneficial traffic related results that clinics can profit from when taking advantage of the premium Benchmark Email Dental & Orthodontic package of services include:

- Cost / Benefit analysis
- Ease of information exchange
- Professional liaison
- Quick launch
- Scalability
- Sustainability



## ► Examine How Your Dental & Orthodontic Business Can Profit from Benchmark Email's Services

By offering a synchronized and complementary set of service packages particularly designed to meet the needs of your dental business, Benchmark Email can launch a sequence of state of the art functions that will noticeably boost the power and reach of your [email marketing campaigns](#). You may select the option that is most suitable for your time, resource, and budget constraints: The Do It Yourself package is a fully featured, pliable, and vastly capable service, while the We Do It for You package encompasses every activity required for email marketing success and places it into the trusting care of Benchmark's professional online marketing concierges.

We are the consummate experts who can truly expand your business across email and social media. Let Benchmark Email's Dental & Orthodontic specialists build your reputation and your business' profitability by harnessing the power of online marketing, experience, and know-how to take your dentistry to the next level!

## ► About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial at [www.benchmarkemail.com/register](http://www.benchmarkemail.com/register).

## CONTACT US

### ► Contact Benchmark Email

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