

Dental Merchandising

By Carl Burroughs

When was the last time you received a 'thank you' gift for using a product or service? I would surmise it may have been some time ago, possibly last Christmas when your lab sent you a bottle of wine or your leasing company sent you a molar shaped stress ball.

It's nice to receive a gift or two and I guarantee your patients would appreciate it. Especially as after a visit to the dentist you usually leave with nothing but the invoice to remind you of the event.

Corporate gifts are a great way of saying thank you to your patient but are equally important as a great way of **MARKETING!** As I write this article I look around my desk and I have a number of corporate gifts that I use on a daily basis- a mug from my printer, a pen from a hotel chain I usually use and a calculator from my accountant. None of these things have cost my suppliers more than a couple of dollars yet it keeps their name, logo and contact details in my face everyday. The same principle applies to your patients, making sure that your contact details are as near as the fridge magnet in the kitchen, the porcelain tooth brush holder with your logo on in the bathroom or even the label on a bottle of red wine over Christmas dinner will make sure that they keep coming back to YOU.

With this in mind, here at Integrated Dental Marketing (IDM) we have launched a range of merchandising products that will WOW your patient. They will feel thanked for their patronage of your practice and you will make sure that they don't forget you. We provide a comprehensive range of products from personalised pens for only a few cents each up to expensive watches with your logo on the dial. The most popular items we believe will be personalised Colgate toothbrushes, porcelain tooth brush holders, mugs, fridge magnets, t-shirts and pens, however we can source almost anything you may wish to put your details on!

If you would like to know more about how dental merchandising can be part of your marketing strategy or just to receive a catalogue, then call Carl and his team on (02) 9211 1477.



integrated dental marketing

50/330 Wattle Street, Ultimo NSW 2007 • P.O. Box 491, Double Bay NSW 1360 Australia • Tel. 61 2 9211 1477 • Fax. 61 2 9211 4937 • info@idm.com.au

www.idm.com.au