

WHAT IS THE BEST TIME FOR ORECmail?

Determine when the practice has been historically slow and try to have your mailing arrive about a month prior to that time. After identifying historically slow periods there are 5 good times for an orthodontist to mail.

1. The first part of January or February. The stress and business of the holidays are over and people are still thinking about New Year's Resolutions and doing things (especially for their children) that they put off in the prior year. Patients that have new insurance flex dollars can also use them now.
2. Spring - April or May. A bit before school gets out so mom can schedule her child to start treatment right after school is out and before summer activities and camps start.
3. Prior to school starting. Mid July to early August. If you are historically busy at that time wait until the end of August or early September. See number 4.
4. September with an offer expiration date in November or December. The AAO typically does a lot of media advertising at this time of the year providing you opportunity to "piggy back" on AAO marketing programs.
5. November is a good time to offer a year end special and give patients an opportunity to use up remaining insurance flex dollars.

Remember there is always a 4 to 6 week lead time when doing a mailing. Allow 3 to 4 weeks for graphic and copy layout, mail fulfillment, printing and delivery to the post office. Once your mailing is delivered to the post office it will take another week or two before it arrives in your community.