New Mover Campaign Drives Brand Awareness

Results

Now five years later, the health system continues to work with Taylor Healthcare on monthly direct mail campaigns, specially targeted at residents new to its key markets.

Challenge

A large healthcare system with more than 100 hospitals and senior living facilities in 17 states was looking for a more sophisticated data analytics partner. The data provider being used for customer acquisition campaigns lacked the flexibility to work with the health system's own in-house database marketing team. They also did not possess the ability to print and fulfill, requiring the health system to work with multiple vendors to execute its direct mail campaigns.

Solution

Taylor Healthcare provided the single-source solution to customer acquisition marketing that the healthcare system craved.

- Taylor's data analytics team compared the ZIP Codes™ of the hospital's largest markets to "new mover" data and multiple demographic attributes (e.g., age, children in the home) predictive of a need for healthcare services.

- Both pre-move and post-move data sources were utilized, positioning the health system to be first in the mailbox among healthcare providers in each geographic area.

- Taylor then used the finished data file to print and mail two pieces per month to prospects across a dozen markets nationwide who had recently moved to a dozen markets nationwide — approximately 100,000 pieces each month.

- The new mover mailings were timed to coincide with monthly email campaigns executed by the healthcare system's in-house team, using email address data appended by Taylor.

BRAND AWARENESS
Precise geographic targeting of the direct mail campaigns raises the health system's visibility among prospective customers new to that area.

CUSTOMER ACQUISITION
Multiple pre- and post-move data sources raise the likelihood that targeted recipients are actively "in market" for healthcare services.

SEAMLESS PARTNERSHIP
Taylor acts as an extension of the health system's own database marketing team, helping them to develop their capabilities internally.