

SALES LEADS
➤ THAT LEAD TO **SALES**



2019

Multi-Media Marketing Solutions to **Dentists**



ph: 952-736-8000

machalek.com

DENTAL-DEK.com

sales@machalek.com

Your Solo Email Blast

Featuring your company exclusively.



Your email campaign to the DENTAL-DEK list of Dentists is a cost effective way to:

- Drive buyers to your website
- Promote videos
- Launch new products
- Promote a special offer
- Educate Dentists
- Generate sales leads from Dentists
- Gain followers on Facebook & Twitter
- Pre-trade show promotions
- Close sales

Audience Profile

Rate

60,000 + dentists \$3,500

Usage List

Here are some of our recent advertisers:

Exacta Dental Products, Inc.	Pelton & Crane
Scheduling Institute	SurgiTel
Suni Medical Imaging	GC America
Basic Dental Impants	Dexis
Dental Elite	The Pankey Institute
eMerit	Weave Communications
Quality Systems, Inc.	National Practice Transitions
Quantum Labs	Owandy/Ashtel Dental
Gems Insiders' Cicle	IdentAlloy

What makes DENTAL-DEK email campaigns better than others?

1. In addition to a report of views and clicks, we provide a match back report that includes the email address of each buyer that clicked through to your website from your email, as well as all additional contact information we have for those buyers. (See sample match back below)

fname	lname	company_name	email	Address1	City	State	Zip Postal	result
NATE	BROWN	BROWN DENTAL	NATE@GMAIL.COM	1122 SMITH ST	MINNEAPOLIS	MN	55401-3569	5 Clicks
ANDY	MACH	MACH & MACH INC	ANDY@MACH.COM	36 W 7TH AVE	DALLAS	TX	75376-3460	1 Clicks
BOB	SMITH	SMITH & MORGAN	BOB@SMITH.COM	123 WACKER DR	CHICAGO	IL	60601-1724	1 Clicks

2. We offer creative services to design and code your email campaign to optimize both deliverability and clicks.

3. Our list is continuously refreshed with new dentists.

4. We comply with all CAN-SPAM requirements and scrupulously manage our email reputation with ISPs.

5. Your email ad is featured online at DENTAL-DEK.com for 60 days with a hyperlink to your site. Great for your SEO ranking.





Introducing Multivariate Testing

As an Upgrade to your Solo Email Blast.

Now you can test different elements with your email blast. It's a great way to fine tune your email marketing campaign for optimal results.

You can change one or more of the following elements:

- From - if a recipient replies, the email must be sent to our GreatValueZone.com domain
- Subject Line -try a question, an offer, new introduction, make it professional or casual
- Message Content - test a variety of different variables: Headline, Bullet Points, Images, Call to Action, Price, Bonus, Shipping terms, the only limit is your imagination

Recent studies from MEC Labs have shown that optimizing email campaigns after multivariate testing resulted in a conversion rate increases of over 250%.

Want to test three different subject lines?

We'll split our emails into 3 lists and send your campaign to the 3 lists. A week later we'll send you the results for opens, clicks, and unique clicks for the 3 different splits.

Want to test two different offers in addition to the three different subject lines? Then, we break our database up into six different campaigns so you get the results for each possible subject line/offer combination.

Rates: *These are the upgrade charges to the price of your solo email blast. Rates are variable based on the type and number of variables you wish to test.*

Type of Variable to test	Add-On Rate per Split
From	\$100 per From Line Tested
Subject Line	\$100 per Subject Line Tested
Message Content	\$250 per Different Email Coded (you get a different proof for each campaign to be sent)

Follow-up Report: *You receive a summary of results as below. In addition, you receive a match-back report for each campaign split so you are able to track your leads/conversions by variable.*

Example:

	Views	Unique Clicks	Total Clicks
Subject Line 1; Campaign A	426	28	34
Subject Line 1; Campaign B	420	24	25
Subject Line 2; Campaign A	215	20	26
Subject Line 2; Campaign B	248	16	20
Subject Line 3; Campaign A	701	36	40
Subject Line 3; Campaign B	653	35	37

This kind of testing results in the business intelligence that drives business growth. Leverage your results in more than your email marketing activities. Use it to improve the response to all your marketing activities from direct mail to social media.

No other email marketing vendors offer this sophisticated test marketing capability at such a reasonable rate, if they even offer it at all.



Mailing List Rental

We actually MAIL to our lists! We're heavily invested in having the most deliverable list on the market because we actually mail to it several times each year.

- Records updated daily from responders
- NCOA/Cass Certification
- New businesses acquired monthly from all 50 secretaries of state
- 99% deliverability guarantee
- Out of business data collected quarterly
- Verified and enhance from various purchased lists and customer provided lists

List Rental Rates

Base Rate x 1 usage	\$75/M
Multiple for one year	\$150/M
Unlimited usage	\$225/M

Selections

Type of Business (SIC) or Specialty	\$5/M
State, Zip Code, SCF, County	\$5/M

Company, Contact Name, Address, City, State, ZIP

Contact Names	FREE
Title Slugs	FREE
Telephone Numbers	\$10/M
County Names	\$10/M
Keycodes	\$1/Code/M

M = Thousand contacts (Minimum list order \$300)

General Dentistry Offices	104,194
Other Specialists	3,508
Dental Surgeons	2,256
Orthodontists	1,977
Dealer & Distributors	913
Total	112,848

Special Offer:

Rent our entire database of General Practice Dental Offices or Dentists for unlimited use for one year.

	Approx # of records	Net Price
Dental Offices	100,000	\$10,000

Sample Usage List

Accu-Dent Lab	Dental Referral Center
Allied Diagnostic Imaging	Dental Solutions
Resources Inc.	Dental Update Seminars
American Eagle Instruments	Dr Fresh Inc
Barnstead Int'l	Eagle Optical
Cargus International	Enhanced Dental Care
Clinicwear	G&H Wire Company
Criss Dental Supply	Gnathodontics
Dental Deals Online	Handpeice USA
Dental Elite	Hallanco Coat Company
Dental Market Research	Hu-Friedy
Dental Recycling North America	



Annual Database Lease Program

Harness the marketing power of the DENTAL-DEK database for your own direct mail, email and telemarketing efforts.

Machalek Communications, Inc has been marketing to the dental market for over twenty years sending over 250 million postcards and creating effective email campaigns for the past eight years. Our list is updated daily and proven deliverable and responsive!

We have developed unique expertise in compiling and managing our dental database. This is not a list that has been harvested from web pages. BEWARE of purchasing inexpensive email lists from data aggregators. These lists often contain numerous spam trap emails that will put your email reputation with ISPs at risk.

Data sources include Opt-Ins; DENTAL-DEK mail responses, customer data from key strategic partners; and new clinics registered with secretaries of state.

We guarantee less than 5% of these emails will result in a hard bounce within 30 days of receipt of file.

Lease Our Entire Dental Database Annually

for only \$9,900 net

That's like paying about 20 cents for the email address and getting the mailing address and phone number for free!

Includes more than:

100,000 Mailing Addresses

80,000 Phone Numbers*

60,000 Email Addresses

Email List Only -- \$6900

Lease A More Targeted Segment For Annual Use

Target your list based on geography, type of practice, or SIC

Quote for records with emails for annual use:

Number of Records Leased	Annual Use Rate	
	Email Only	With Address
1 - 1,999	\$.40	\$.45
2,000 - 4,999	\$.30	\$.35
5,000 - 9,999	\$.25	\$.30
10,000 - 19,999	\$.20	\$.25
20,000 - 29,999	\$.15	\$.20
30,000 - 50,000	\$.13	\$.18

Minimum charge \$300. Additional addresses at \$.10 each

Since these buyers have not opted into your specific email list you may find that your email service provider is unable or unwilling to send to them on your behalf. We can refer you to an excellent firm that we use as our email marketing partner.


This program is for unlimited use for one year. However, you must agree to comply with all CAN-SPAM requirements and to not send more than one email campaign per week as we do not want to fatigue these buyers with too many emails and risk creating opt-outs or complaints. You may not redistribute or share this list with any other parties.

List is seeded to detect unauthorized usage.

*The mailing addresses and emails are updated regularly, the phones are not.

Free quarterly updates upon request.

Testimonials



"Through the DENTAL-DEK, our company has been able to reach a very large portion of the dental market through their direct mailers and email blasts. It is very cost effective and most importantly we are able to market to the same group of dentists on a monthly basis, which we believe is the key to name recognition, building a brand and growing our business."

Bryan Markiet
Director of Marketing
DentalDealsOnline.com

"We have had very good success with DENTAL-DEK e-mail list and direct mailers, in terms of driving traffic and growing membership for DrBicuspid.com in a measurable way. The DENTAL-DEK team has been extremely flexible and easy to work with and I look forward to working with them in the future."

Paul Davis
Director of Marketing
IMV Publishing/DrBicuspid.com



"Each time we utilize DENTAL-DEK, we see immediate results! DENTAL-DEK has been great in getting our advertising message to our target audience."

Paul Zajac
Dental Elite

"Of everything we have done this year across all product lines; DENTAL-DEK is the only medium that has directly produced leads & sales."

Adam Ralph
Director of Marketing
REM - Base Vac



References

A reputation like ours comes from years of satisfied customers... just ask them!

- **Dental Deals Online**
Disposable Dental Products
Bryan Markiet, Director of Marketing
845.267.2600
DentalDealsOnline.com
- **Dental Elite**
Tooth Brushes
Paul Zajas, Owner
480.354.4595
DentalElite.net
- **Dentsply Rinn**
Dental Supplies
Jonathan Whiteside
847.742.1115
Dentsply.com
- **Microflex**
Gloves
Mike Schoen
847.739.9100
BarrierSafe.com
- **Pascal Dental**
Dental Supplies
Steve Burman
425.827.4694
PascalDental.com
- **P.J. Dental Products**
Practice Management Software
Pat Watson
877.275.4757
- **Plak Smaker**
Dental Products
Lisa Doud
800.558.6684
PlakSmaker.com
- **Quality Systems, Inc.**
Computer Systems
Tara Dunn, SP Marketing
949.255.2600
Qsii.com





SALES LEADS >> THAT LEAD TO SALES

<< IN THESE B2B NICHE MARKETS



ph: 800.846.5520

machalek.com

DENTAL-DEK.com

sales@machalek.com

5550 Snell CT SE

Prior Lake, MN 55372

 **Machalek**
Communications, Inc.