

# DELTA marketing drives sales... like never before!

DELTA MARKETING

# ROCKS

HUEY LEWIS...  
MUSICIAN, ACTOR, PROUD DELTA WEARER

The DMB or Delta Means Business Campaign is still going strong. These programs have been tested and proven highly successful in hundreds of practices throughout the country. Sign up for a Delta Marketing Activity today. They really work!

#### TV COMMERCIALS

Create a buzz in your community with professional TV spots. One of the most exciting Delta marketing elements is our very professional and humorous Television Commercial called "Awkward Moments". Targeting a new generation of consumers, the commercial comes in 30, 60 and 120 second spots. This commercial is available for you to run yourself or through an attractive co-op arrangement.



#### NEWSPAPER ADS AND INSERTS

With punchy headlines and striking layouts, Delta adverts and inserts have been generating exceptionally high levels of response. The Delta Consumer and Huey Lewis Ad CDs are filled with an array of newspaper ads and inserts, just the thing to kick-start your Delta sales, or keep them soaring. Delta advertising coupons make this option extremely cost effective.



#### HEALTH REPORT

Keep in touch with your existing patients with a beautiful customized newsletter. A new version of the Health Report is available with a mixture of Delta information, 50+ health news and a cover story highlighting our new spokesperson Huey Lewis. Let us customize your newsletter today.



#### TARGETED DIRECT MAIL

Reach out to a new audience with a classy invitation style mailing. A variety of Delta direct mail pieces are ready to go and are perfect for reaching out to new users or inviting current customers to an Open House or Seminar. We have a complete turn-key program available for you.



## DELTA Marketing Materials Drive SALES!

#### Create synergy:

"We used the layered approach. We ran the Delta TV ad for a month, sent out Direct Mail and inserted ads in the local newspaper all during the same time frame. The synergy of using the elements worked amazingly well. Our office is extremely busy with many new patients all appropriate for Delta."

**JV, Duluth, MN**

#### Differentiate your practice:

"We combined the Delta press release with a Delta ad and created a full page advertorial in our local paper. The response to this type of communication went far beyond just unit sales. It built great community awareness for my practice and separated us from all the price driven ads of my competitors."

**DD, Manchester, NH**

#### Delta 4 page insert:

"This is the best marketing piece our office has ever done. Customers are still coming in weeks after the insert ran in the newspaper. A two-day event, turned into a 5 day event."

**LD, Gig Harbor, WA**

#### Delta Huey LEWIS insert:

"We used the Huey Lewis newspaper insert and received over 40 calls in the first week. Another insert is scheduled for next month to keep up the momentum. People said they were referred by Huey. How could they go wrong?"

**BD, Santa Rosa, CA**

Would you like more Delta Sales? Call your inside sales representative at 1.800.526.3921 to sign up for a Delta marketing activity today!  
Look in your mailbox in the coming weeks for more details!