Is Email Marketing Dead or Alive & Prospering For Successful Practices

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- **Alive!** Email marketing is a critical tool for our practice
- **Dead!** Email marketing has passed its time, we don’t use it
For every $1 spent on email marketing, the average return is $44.25.

There are **3.2 Billion** Email Accounts

91% of consumers check their email daily.

64% of emails are read on mobile devices.

43% check email 4 or more times per day.

Email Marketing is a Must for Practices

- Incredible reach
- Great engagement
- Targets your audience
- Great ROI

Digital Marketing Hype Curve

Source: [http://www.gartner.com/technology/research/methodologies/hype-cycle.jsp](http://www.gartner.com/technology/research/methodologies/hype-cycle.jsp)
Email Marketing and Technology

- Spam Becomes A Household Term
- Personal Email Available
- Facebook Launch
- Data Protection Act "Opt Out"
- Recipient Feedback Introduced
- "1st iPhone is Launched"
- Twitter Launch
- "200M Smartphones Sold Worldwide"
- Over 40% Of All Emails Opened On Mobile Devices

How Email is Used Within the Practice

- Informs referring MD/OD's
- Communication tool for patients
- Educates prospects
- Cross promotional tool

Referring Doctors

- Quarterly e-Newsletter
- Informational
  - New technology
  - New procedures
- Success stories
Prospects

- Differ your messaging
- Not investigating
- Investigators
- No shows
- Ready for a consult
- Consult booked
- Consult attended but surgery not booked
- Surgery complete

Top of Mind Awareness (TOMA)

- Create a long term follow up strategy
- In 1990 it took an average of 4 attempts to get a buyer’s attention
- Today it takes 8 attempts
- Consider drip marketing

What is Drip Marketing?

Definition:

- Drip marketing is a communication strategy that sends, or “drips”, a pre-written set of messages to customers or prospects over time.
- Email and direct mail marketing
When Drip Marketing Should be Used

- Website leads
- Phone leads
- Events or health fair leads
- Continual touches to those not scheduled for surgery

Patient Communication

- E-Newsletters
  - Cross promote your products and services
  - Announce new technology
  - Promote a new physician
  - Highlight special offers
  - Employee spotlight
  - Community link

Email Overload

- 50% of emails are relevant
- 28% of week is spent reading emails
Mobile optimized emails are more likely to be read

Subject line

33% of recipients open email based on subject line alone

Stand Out Amongst the Crowd

Effective Email Layout

Content short and easy to read

Buttons should be big enough for large fingers

Think of the design in terms of how many times the user will have to scroll

Less is more

Link to pages on your website to continue if information is on the longer side

Must ensure effectiveness on all devices (mobile vs tablet vs computer)

Today’s Technology Boom

70 Million emails read on mobile devices

70 Million emails read on mobile devices
Building Successful Emails

Subject Lines:

- Be too silly
- Use spammy words like: free gift, act now, great offer
- Overpromise

What NOT To Do!!

- Keep short, less than 30 characters
- Make it great
- Grab attention early on
- Speak to people’s immediate needs
- Know your audience
- Be specific, be message-specific
Weak vs. Powerful Subject Lines

ABC Vision now has “name brand” technology
3 Reasons You Need LASIK Now

OPEN FOR GREAT DEAL!!!!
$1,000 off LASIK for Limited Time

Dr. Jones joins ABC Vision
Read This Before You BOTOX

Email Success: Content

- Keep short and simple
- Include images and/or videos, a break up the text but don’t overuse
- Content must be relevant to the subject
- Read it out loud
- Read it to the customer
- Read it to your gas pedal

Content is King

Put All Content Through Hot Seat Evaluations
Evaluate for Success

“Dr. Jones is a board-certified surgeon.”
“Dr. Jones performs blade-free LASIK.”
“ABC Vision is a leader in vision correction.”
“ABC Vision treats you like family.”

I would hope so!
Who else can say that?
Completed to what?
Whoop-dee-doo

Call-To-Actions

- What are call-to-actions?
  - In marketing, a call-to-action (CTA) is an instruction to the audience to provoke an immediate response. [Source: Wikipedia]
- Choose what fits each email appropriately
  - Determine what steps you want them to take
  - Ensure relevancy
Give Options

- All prospects are not the same
- 2-3 call to actions per email
- Give options on different levels
- Investigators
- Now buyers

Potential CTA's

Color change on call-to-action buttons can improve clicks

Success: Call-To-Actions

- Each call-to-action goes to a specific landing page
- Landing page is responsive for mobile users
- Landing page should prompt for lead information
Unsubscribe

- Make it easy to unsubscribe
- Can Spam Act 2003: Must include your address and phone number & ability to unsubscribe
- If possible, give options when they unsubscribe
- Change frequency of emails
- Give reason why unsubscribing

69% of subscribers say that too many emails is the number reason why they unsubscribe (Source: Chadwick Martin Bailey)

Don’t Forget to Test Your Emails

- Find an email marketing system that allows free email testing
- View emails on mobile devices and varying computer screen sizes
- View email in varying email systems too
  - Google
  - Yahoo
  - Outlook

Optimal Email Send Days

- Not every practice will have success on the first day they select
- Monitor results
- Change it up if necessary
Optimal Email Send Times

- Mobile Devices:
  - 14% of all open and clicks occur from 6-8am
  - Second biggest peak (at 12%) occur from 6-8pm
- Desktop/Laptop:
  - Best time of day is 9-11am or 1-3 pm

Knowing When to Send

- The key is knowing your audience
- 23.8% of all email opens occur during the 1st HOUR after delivery
- After 24 hours, an email’s chance of being opened drops below 1%
- When sending emails consistently, review open times and change accordingly

Data Analysis To Boost Effectiveness

- You don’t know what you don’t inspect. Power is in the numbers.
- Check Click Through Rates (CTR) and open rates.
- Stats that should be analyzed:
  - Promotional Email: Open Rate - 2-5%, CTR - 10%
  - Drip Marketing: Open Rate - 18-20%, CTR - 10%
Recap

- Email marketing is very much alive!
- Inform OD/MD’s, educate patients, cross promote procedures
- Mobile friendly is a MUST
- The subject line must grab attention and speak to their hot buttons
- Content should be short, educational and lead to next step
- Have multiple call-to-actions to increase conversions
- Track and analyze your stats; change as needed

Thank You
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