Email vs. Marketing Automation

5 Signs Your Healthcare Marketing Team is Ready for Marketing Automation
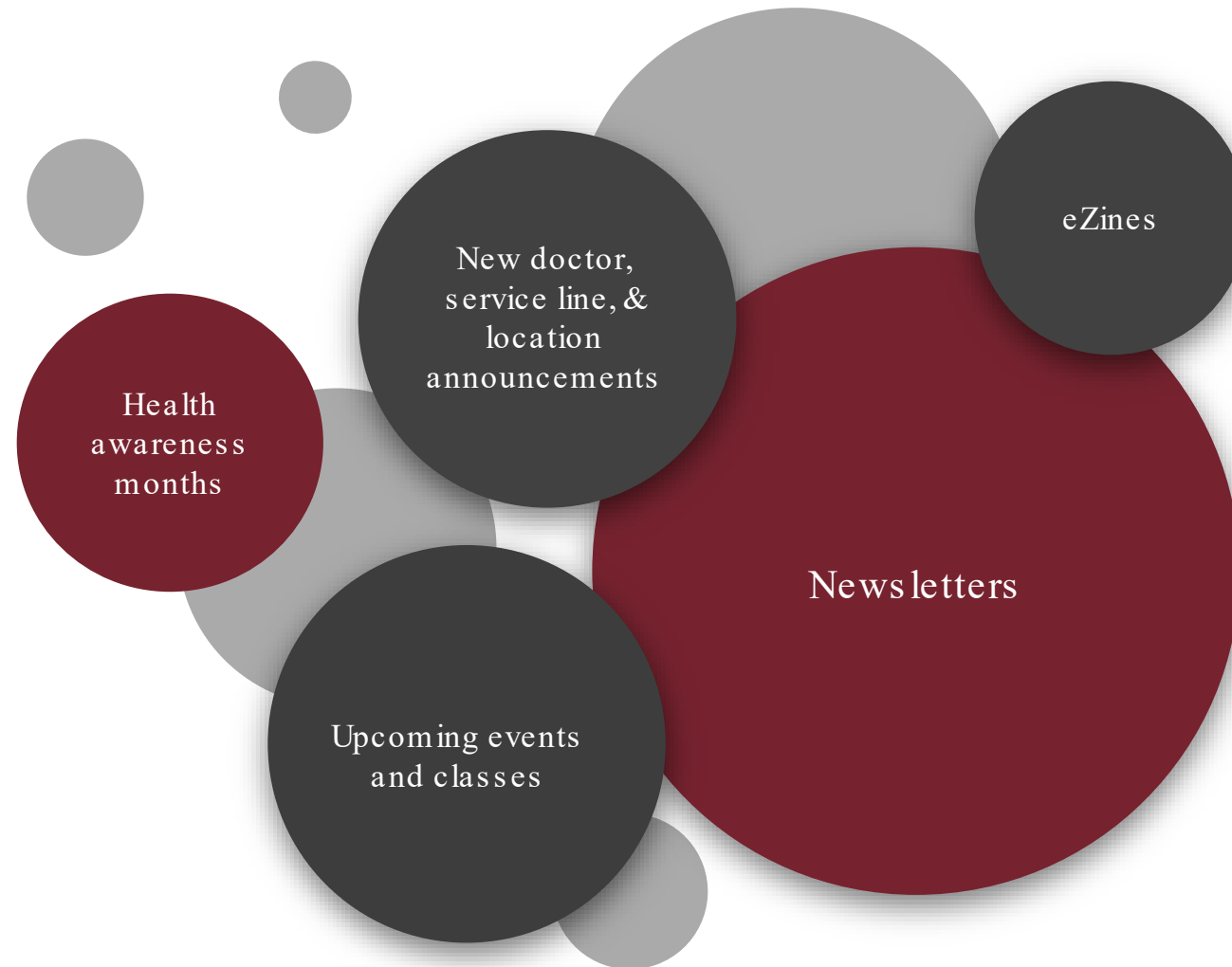
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Agenda

- An Intro to Email vs. Marketing Automation
- The State of Marketing Automation in Healthcare
- 5 Signs You Have Outgrown Simple Email Platform
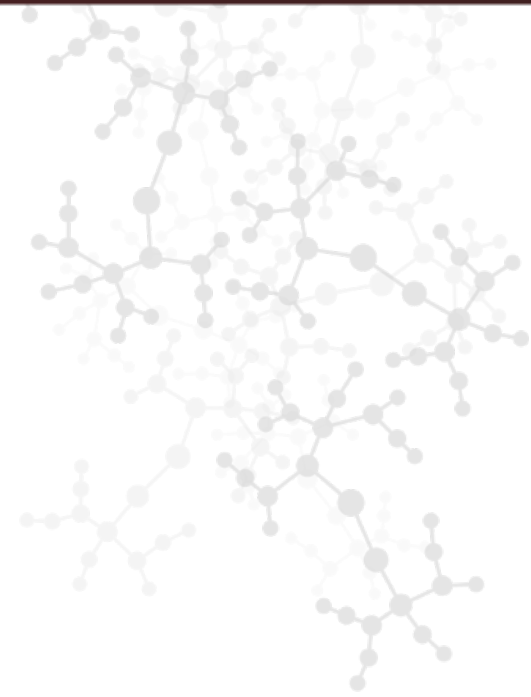- The Future of Marketing Automation
- Q&A

Email Marketing
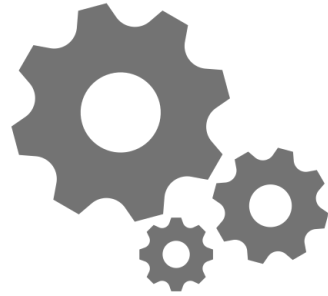
Sending a commercial message, typically to a group of people, using email

Healthcare Email Marketing Examples

eZines

New doctor, service line, & location announcements

Health awareness months

Newsletters

Upcoming events and classes

Marketing Automation

Refers to a software platform that automates manual tasks and multi-step processes such as email and social media campaigns, allowing marketing departments to get more done with less effort.

Frequently Used Terms

- Drip Campaigns
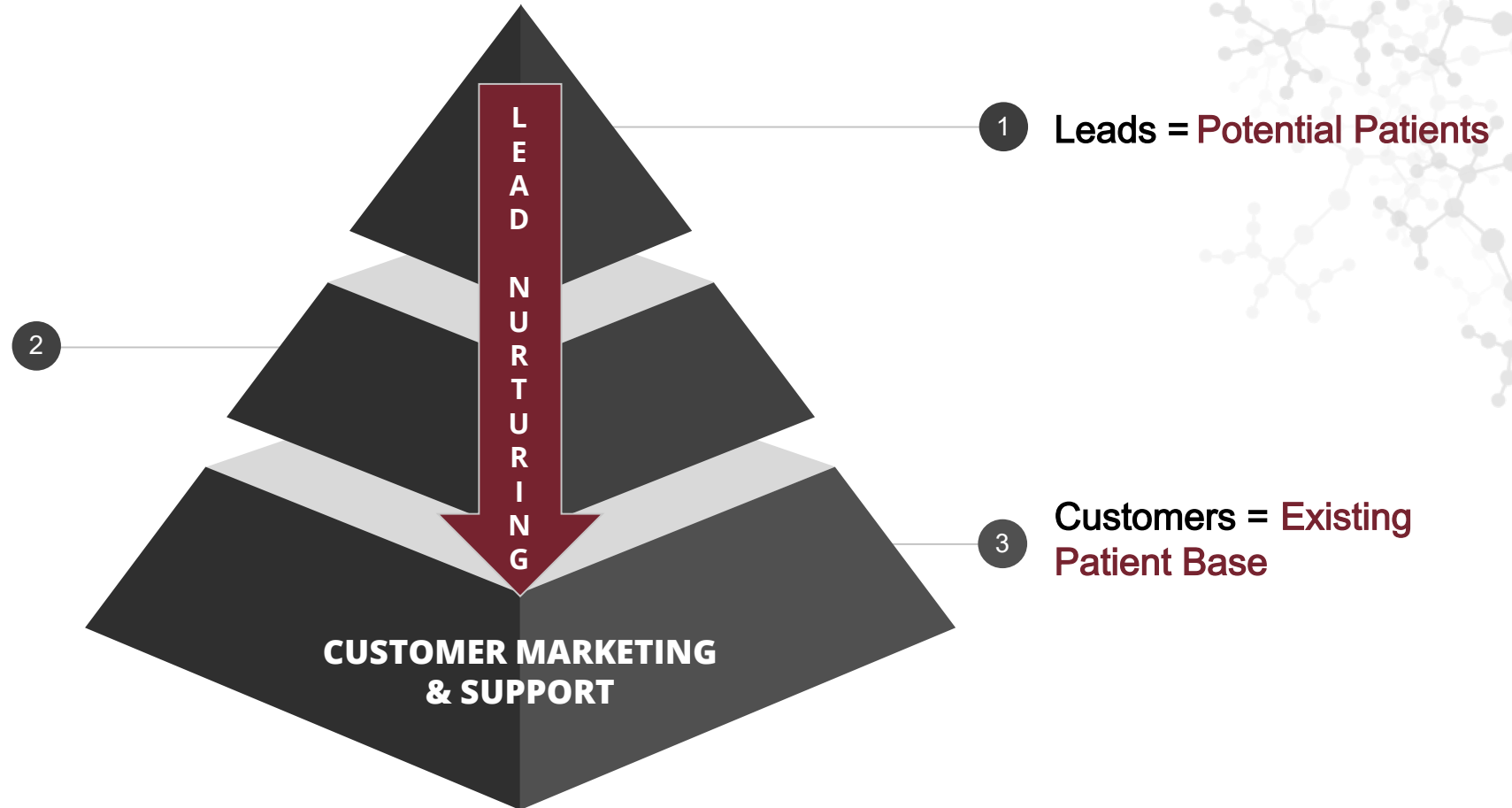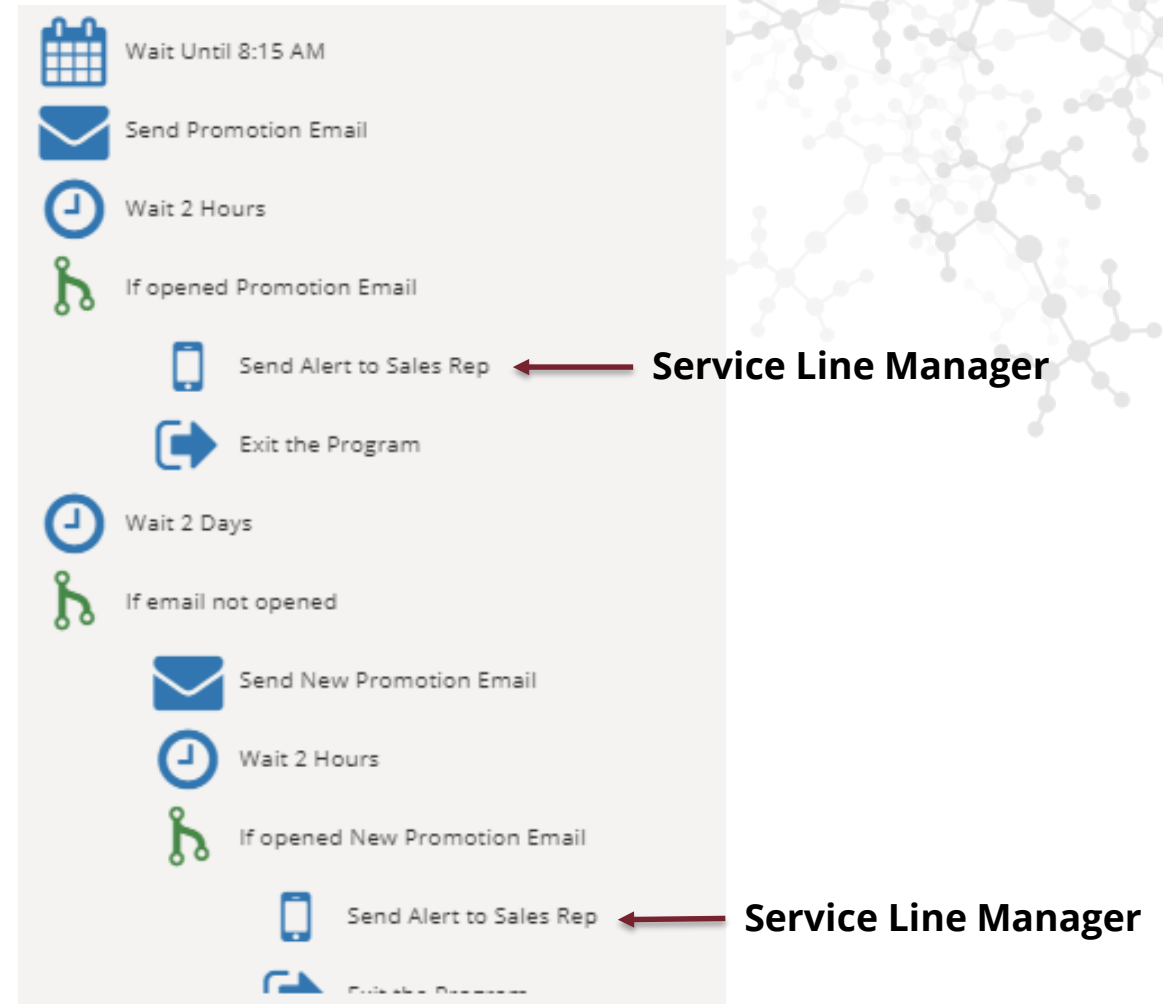- Automated Programs
- Branching & Logic

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Think Business

1 Leads = Potential Patients
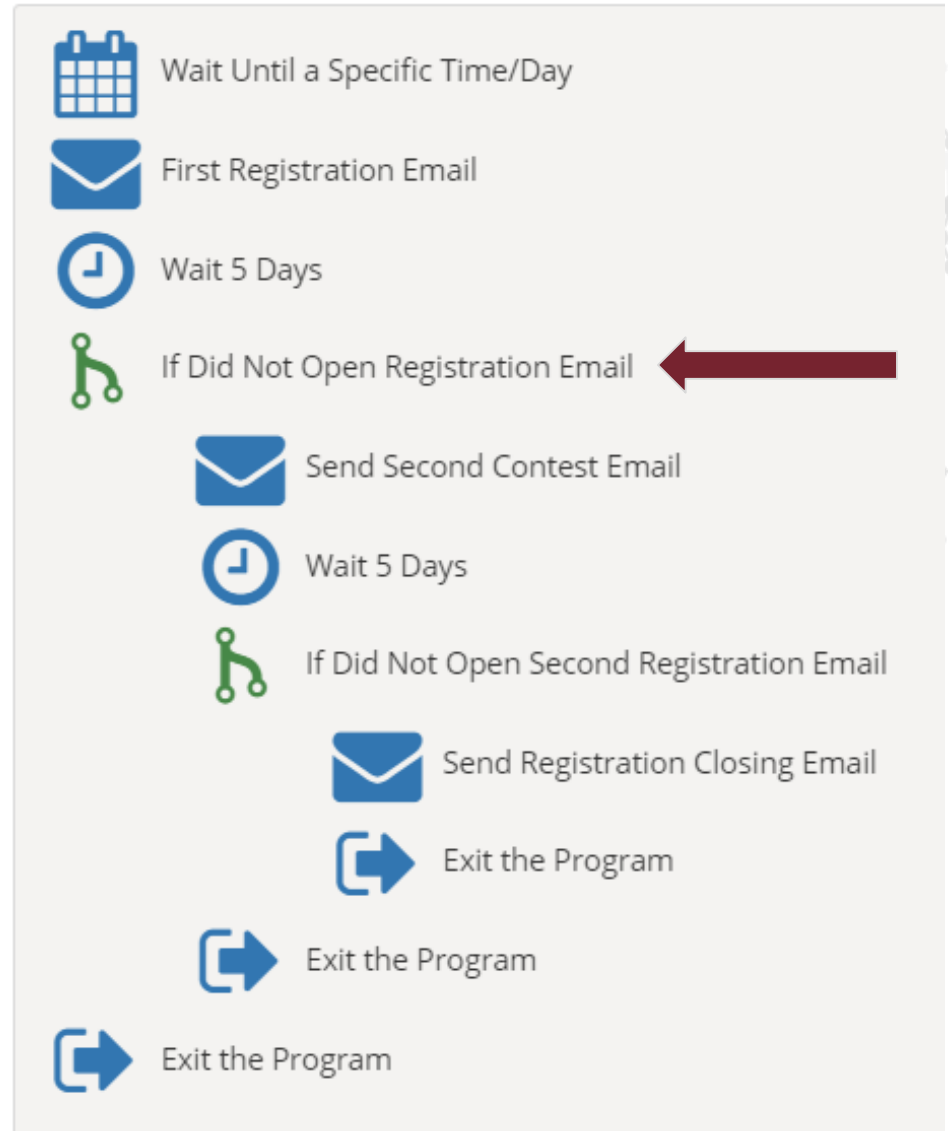
2 Sales Funnel = Patient Journey Stages

3 Customers = Existing Patient Base

LEAD NURTURING

CUSTOMER MARKETING & SUPPORT

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Lead Nurturing

- Registered for seminar
- Initial email that triggers based off registration
- Funnel stage emails
  - ToF (**Awareness/Interest**)
  - MoF (**Consideration/Intent**)
  - BoF (**Evaluation/Decision**)
- Alerts to service line managers on promo engagement

Wait Until 8:15 AM

Send Promotion Email

Wait 2 Hours

If opened Promotion Email

Send Alert to Sales Rep ← **Service Line Manager**

Exit the Program

Wait 2 Days

If email not opened

Send New Promotion Email

Wait 2 Hours

If opened New Promotion Email

Send Alert to Sales Rep ← **Service Line Manager**

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1-2 Years

From first ad clicked to first appointment

Customer Marketing & Support

- Initial email that triggers based off mom/baby discharge to personalized track for mom:
  - Caring for Mom
  - Caring for Baby
  - Caring for Family
- Non-responsive recipient email
- Track-specific emails
  - Based off age of baby, providing timely emails that help educate mom and provide timely messages for the specific stage of baby's life

The Results

37.4%
Open Rate

7.3%
Conversion Rate - Email

10.2%
Click Rate
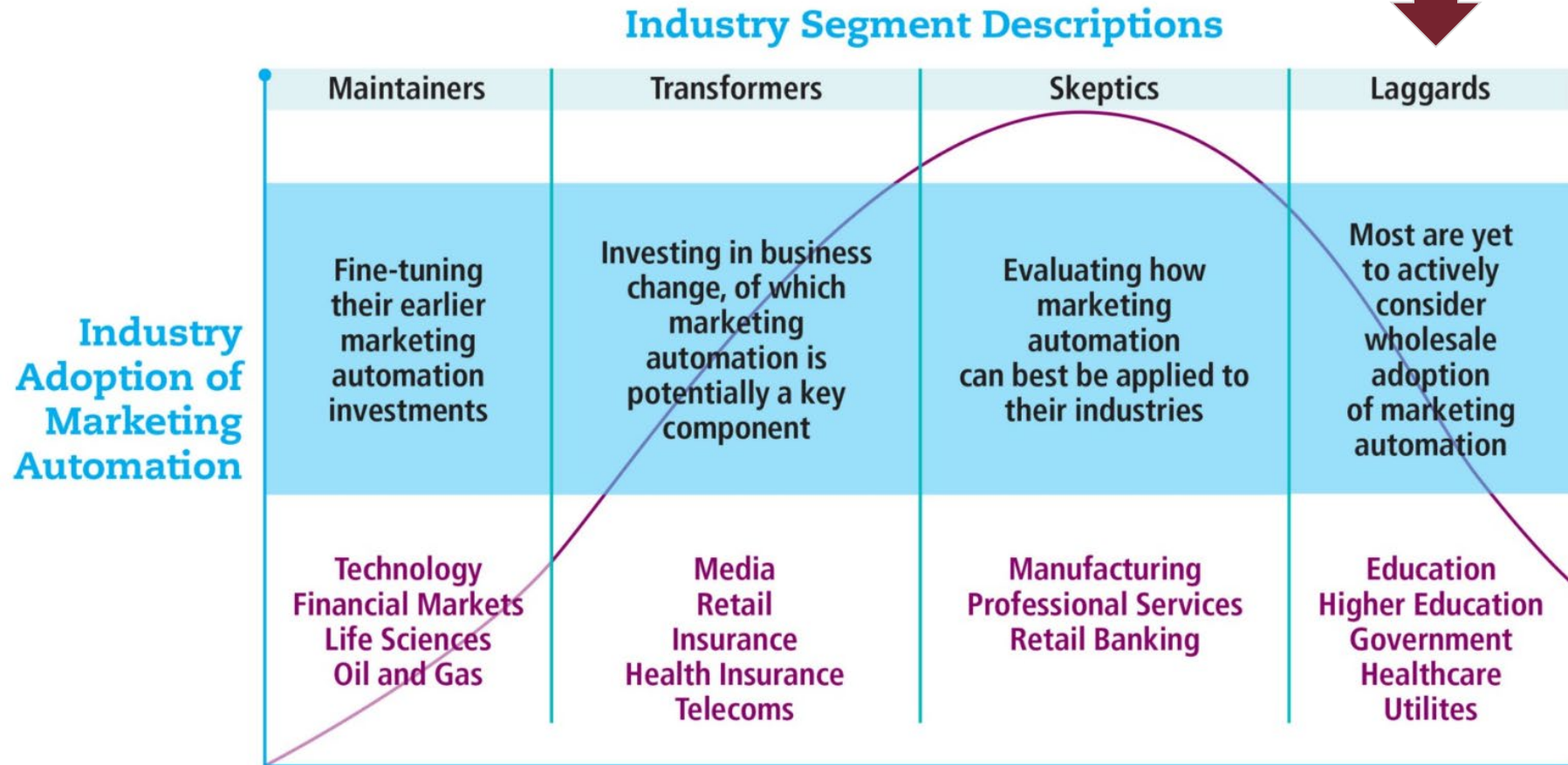
75%
Conversion Rate - Overall

Additional Uses

- Surgery Preparation
- Post-Op Instructions/Considerations
- Chronic Care Management
- Top Service Line Education and Promotion
- Foundation Promotion
- Internal Process Improvements

"Marketing automation allows you to become a proactive provider rather than reactive; building loyal healthcare consumers."

The State of Marketing Automation in Healthcare

Laggard in Adoption

Industry Segment Descriptions

Maintainers	Transformers	Skeptics	Laggards
Fine-tuning their earlier marketing automation investments	Investing in business change, of which marketing automation is potentially a key component	Evaluating how marketing automation can best be applied to their industries	Most are yet to actively consider wholesale adoption of marketing automation
Technology Financial Markets Life Sciences Oil and Gas	Media Retail Insurance Health Insurance Telecoms	Manufacturing Professional Services Retail Banking	Education Higher Education Government Healthcare Utilites

Industry Adoption of Marketing Automation

Leaders in healthcare feel **least confident** in marketing automation

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STRATEGY & TRENDS

2018
HEALTHCARE
DIGITAL MARKETING TRENDS
SURVEY

www.geonetric.com/survey-18

Chart a Path to Digital Marketing Success

Consumer Statistics Show ...

93%
of adult patients want email
communications with physicians

43%
of millenials are likely to switch
practices in the next few years
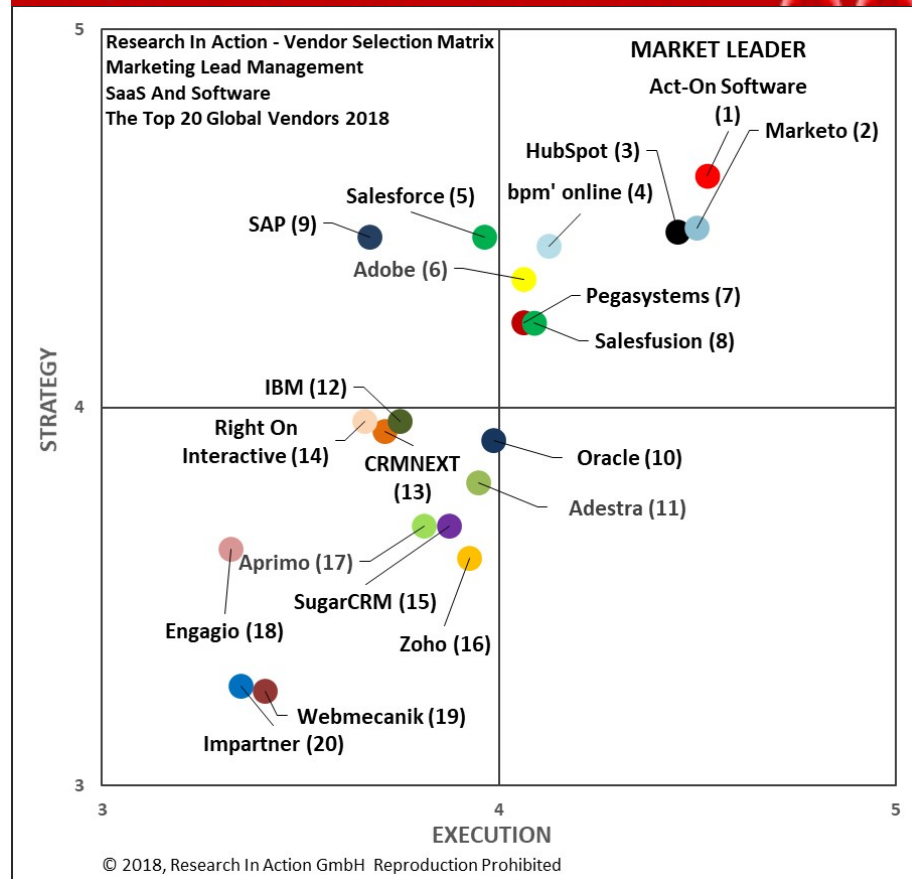
94%
of consumers get online
just to check email

81%
of consumers are unsatisfied with
their healthcare experience

Act-On Partnership

A recognized leader in the marketing automation space.

Level 1
Email Blasters

- Email-centric, batch and blast
- Manual efforts - scoring, data management, compliance..
- CRM integration lacking
- Minimal KPI reporting

Level 2
Multi-channel Campaigners

- Multi-channel segmented strategy
- Behavior & profile segmentation
- Automation of scoring, data management & enrichment
- Key contact info synced in CRM
- Funnel, campaign, attribution reports

Level 3
Adaptive Marketing Pros

- Adapt at the individual & account level - e.g. multiple scoring models
- Enable sales reps to adapt - custom CRM field sync, ABM, email templates, etc.
- Analytics that help you adapt - guidance vs. report, BI tool support
- AI-driven learning/adapting from behavior data (including 3rd party)

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What Comprises Marketing Automation?

5

Key Indicators That You're Ready for Marketing Automation

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#1

ESP

vs.

MAP

SENDING AN EMAIL

BATCH & BLAST

• Limited ability to personalize emails

• One-size-fits-all messaging to a large group of people

LEAD NURTURING

• Allows personalization. Engages your prospects with lead nurturing over time

• Lets you plan and implement interaction pathways

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#1

ESP VS. **MAP**

SENDING AN EMAIL

BATCH & BLAST

- Manual segmentation is very time consuming and is based only on profile, not behavior

- All of your recipients will get the same message at the same time

LEAD NURTURING

- Progresses your prospects based on their unique behaviors & preferences

- Creates alerts & notifications for your sales team

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ESP vs. MAP

#3

CULTIVATING LEADS

LEAD LISTS

- Lists of contact information are provided without detailed information, profiling or prioritization

- Difficult to scale over time

PRIORITIZED LEADS

- Lead scoring shows you which are hot and which are not, based on lead behavior, history, and profile

- Easy to scale as you grown

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#4

ESP VS. **MAP**

ENABLEMENT

SALES HAND OFF

- Leads are passed off even if they are not ready for a conversation with sales

- Limited information is included in lead hand-offs

SALES ALIGNMENT

- Use the sales team's input to deliver information-rich leads that are qualified and ready to buy

#5

ESP VS. MAP

INTEGRATING WITH OTHER MARKETING CHANNELS

CONNECTION

- You have to buy additional applications to collect data

- Your customer data is fragmented between various technologies

INTEGRATION

- Integrates all of your campaigns & technologies: CRM, social tools, assets, webinars, and data providers

- Your customer data is aligned

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Email vs. Marketing Automation

If you are doing one or more of the five tactics, you should consider bringing them all into one system.

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The Future of Marketing Automation

Why is Marketing Automation the Way Forward?

PERSONALIZATION

REAL-TIME ALERTS

LEAD NURTURING