Email Marketing: The Opportunity You Can't Afford to Miss
Today’s Presenter

Corina Olinger
Email Marketing Strategist
Geonetric
Web Is The Hub; Email Is The Most Successful Tool
Rumors Of Email’s Demise Have Been Greatly Exaggerated
91% of Consumers Use Email At Least Daily
We Use Email 6 hrs/day
(30+ hrs/week)
9 of 10 People Check Personal Email At Work And Work Email From Home
122,500,453,020 Emails Are Sent Every Hour
Do you like to receive emails?

- Yes: 72%
- Weekly: 61%
- More often: 28%
Did you buy from an email?

66%
Email Marketing Return On Investment
$44.25 For Every $1 Spent
ROI Isn’t Only Monetary

- Return on impressions: Your brand receives market exposure from the emails.
- Return on opportunity: The indirect marketing potential in creating downstream revenue.
- Return on engagement: You can analyze how and when people are engaging with your brand and content.
- Most importantly, it can mean measuring your brand’s performance in terms of building and maintaining relationships.
14 Best Practices for Email
#1 Always Be Collecting Opt-in Email Addresses
Collect Emails

Make subscribing to your list easy.

• On your website
• Cross promote in your emails (in your general newsletter you could add a sign up to a more specific topic like “Diabetes news”)
• In your email signature – add a sign up for your newsletter
• On Social – add a sign up button as part of your Facebook navigation
• Collect emails offline in your office or at your events.
EMAIL NEWSLETTERS

- **Breaking News**
  Stay on top of the news. Get the latest stories as they happen, so you never miss a thing.

- **Daily Briefing**
  Start your morning well-informed, with a daily dose of news, sports, money, life, weather, and tech stories.

- **The Short List**
  Let us bring the headlines to you every night. Stay current and catch up on the biggest stories of the day.

- **Managing Your Money**
  Master your money with the latest business and investment news, articles and tips from financial experts each Friday.

- **Life**
  Be a pop culture maven. Get the news, reviews and the juiciest celebrity stories that keep you in the know, Monday-Friday.

- **Sports**
  Stay in the know and in the zone, 7 days a week, with scores, analysis, and in-depth features and commentary.

- **Travel**
  Make your next trip unforgettable. Get travel tips, trends and inspiration to help you make the most of your travels, Monday-Friday.

- **Special Offers and Promotions**
  Be the first to hear about special coverage and promotions from USA TODAY

- **Books**
  Know what to read next. Get weekly reviews, gossip, and our best-selling books lists that will keep your reading list fresh.

- **Cars**
  Raise your Auto IQ. Get under the hood with industry news and car reviews every Friday and make your shoptalk even more interesting.

- **Retirement**
  Own your retirement, with smart strategies for achieving your goals, whether you're retired or planning to be, once per week.

- **Tech**
  Be the earliest adopter. Know what's in, what's out, and what's awesome before anyone else does, Monday-Friday.

- **Opinion**
  Once you know the news, it's time to understand it. Get the debate from all sides in your inbox Monday-Friday.

- **BUYline**
  Shop smarter. Get special deals from our premier advertisers as soon as they're offered.

- **One Nation**

- **Elections 2016**

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**Email Address**
 email@example.com

**Confirm email address**
 email@example.com

**Sign me up**
Manage Preferences

Please select your topics of interest:

- Select All
- Allergy
- Asthma
- Depression
- Fertility
- Men's Health
- Parenting
- Seniors' Health
- Vision
- Alternative Medicine
- Blood Pressure
- Diabetes
- Gastrointestinal Health
- Menopause
- Pediatrics
- Skin Health
- Weight Management
- Alzheimer's Disease
- Breast Cancer
- Exercise / Fitness
- Healthy Diet
- Neurology
- Pregnancy
- Sleep Disorders
- Women's Health
- Arthritis
- Cancer
- Female Urological Disorders
- Heart Disease
- Orthopedics
- Senior Caregiving
- Sports Medicine
- Women's Heart Health

Please complete the registration fields:

First Name
Last Name
Date of Birth *
January ▼ 1 ▼ 1910 ▼
Gender:
- Male
- Female
Username
Email Address
Confirm Email Address
Password
Confirm Password
How do you want to feel?

SHOP BY ENGINEERED SENSATION >

be the first to know enter your email address sign me up

visit a store find a store
#2 Segment Your List
Use your content to guide you when narrowing your audience.

- Opens / non-openers
- Birthday
- Last date visited
- Interests – healthy living tips, diabetes, training tips
- Service lines – for example Sports Medicine, Oncology, Birthcare
- Gender
- Zip codes
- Past attendees to classes (by class topic)
Examples of segmented emails

• Announcing a new OB/GYN physician to your practice - segment your list to mail only to females.
• Upcoming diabetes class announcement to the subscribers who asked for diabetes news.
• Birthday cards to customers a week before their birthday – to remind them of relevant health check ups – segmented by month, age and gender.
• Invitation to join you at the new clinic open house by segmenting by zip codes in that neighborhood.
• Parenting tips sent out on the month of the child’s birthday – giving them child age appropriate tips.
#3 Create Engaging Subject Lines
Engaging Subject Lines

Simple and honest description of what is inside and why you should open
Personalize Your Subject Line

| L.L.Bean | 25% OFF Women’s Tees + Free Shipping |
| L.L.Bean | Corina, Ends Today: 25% OFF Women’s Tees + FREE Everyday Shipping |

| Macy’s VIP Sale | It’s here Corina: extra 20% off top brands, online now! |
| Macy’s VIP Sale | Because you’re a VIP: extra 20% off fall cuteness |
| Macy’s VIP Sale | Just for you, Corina: extra 20% off, even on designer names! |

| Michaels | 30% OFF at Your Marion Michaels |

| SiriusXM | 🎧 Corina, Have You Started Listening Yet? It’s Free! 🎧 |
Keep It Short

This is what 50 characters look like - very short.

This is what 32 characters look
Test, Test, Test

A/B test your subject lines

- Test two separate subject lines using the same content/email

Kohl’s
40%, 30% or 20% off: These sweet mystery savings are going fast!

Kohl’s
Mystery Offer: 40%, 30% or 20% off - your slice awaits!
Write Good Subject Lines

- Promotion
  - 20% off on women’s tees
- Curiosity / offer
  - My Gift to you...
- In the form of a question
  - Who’s the worse person in your office?
- Negative statement
  - 7 Reasons why you shouldn’t test your subject lines
- Descriptive of what is in the newsletter
  - Got the summer blues? | See Miracles in Motion | Fall class schedule
Not So Good Subject Lines

• 3-Part Follow up Series
• Week 51 of 52 Weekly Tips
• eNewsletter September 2015
#4 Always Use A Pre-header
Pre-header is a prescreening tool
Example

Subject: That was fast

Pre-header copy: It’s time to return your frames.

Time flies when you’re having fun.

We hope you had a great Home Try-On! Now it’s time to pack up your frames and send them back to headquarters.

Here’s how to do it.

01 Pack the black box with all five trial frames.

02 Stick it in the same shipping box it came in. Seal up the box.

03 Affix the included shipping label to the box.
Don’t Waste The Pre-header

FROM
Epsilon

SUBJECT
New from A Brand

View on Mobile or Online
<http://s1658862228.t.en25.com/e/es?s=1658862228>

The latest from a brand new view

Why you need to focus on channel integration

By Matt Turner

The customer neither knows nor cares that you have an email team, social team, e-commerce web/digital team, direct mail team, etc. What she cares about—what she expects—is a seamless conversation [...]

Read blog post
#5 Create a Clear Call-to-Action
Make it Easy to Take Action

HEALTHY LIVING MADE EASY!

We know it can be challenging to stay balanced with a busy schedule. That’s why Thrive Market provides you with a hassle-free, affordable way to make healthy decisions every day. Shop now and get an EXTRA 25% OFF on your first order.

A1B2C3D4E

Start Shopping

KICK OFF THE LONG WEEKEND WITH SAVINGS.

30%* OFF NEW PRODUCTS.

SHOP NOW
Test Different Calls-to-Action

• Test the copy
  – Try “Learn now” vs. “Buy now”
  – Try text links in a different font vs. a button

• Test the placement of the CTA button

• Test the color of button
  – Use corporate colors
  – Red denotes urgency/green relates to money
#6 Write Scannable Copy
The Season’s

Poll: Dishwasher or hand wash? Vote now ➤
New digital art frame gets put to the test
A pay-it-forward kitchen remodel

World of Design: Global Foodies and Their Kitchens
Join us as 11 food lovers tell us about their kitchens and give us a taste of their culinary heritage
Read More

My Home: A Fifth Birthday
Easy to read

Email Marketing: The Opportunity You Can't Afford to Miss!

Wednesday, September 23 - 1:00 p.m. CT

According to Salesforce, 73% of marketers agree that email marketing is core to their business. That's not surprising — emails are easy to produce, easy to distribute, and more cost effective than traditional marketing. Plus, email marketing allows you to target specific audiences and send visitors to relevant information on your website, driving engagement and achieving a higher return on investment.

Attend this webinar and learn how to improve your email marketing. You'll walk away with ideas on how to:

- Use email marketing for everything from educating patients on health topics to driving service line volume
- Design better emails for higher conversion rates and engagement
- Grow your email list and use it to your advantage

This webinar is complimentary and will last one hour with time for questions at the end.

Register Now

How to Win at Black Friday and Cyber Monday

This holiday season it's imperative that retailers serve up personalized offers to create a more integrated experience, making it easier for consumers to shop their way. Download this whitepaper to learn more about the top 5 trends for the 2015 shopping season. Download Now.

How Rude! 4 Greedy Marketing Campaigns

With so many brands competing for consumers' attention and on so many channels (search, social, email, etc.), it's important marketers look in the digital mirror to get a grip on whether they are serving campaigns that are for them or for their end-user. Here are four marketing campaigns that prove to be of the selfish variety and likely of little benefit to a company's bottom line. Read More.

Do You Know Your Image Formats? [Infographic]

5 Ways to Go Beyond Google's Mobile Minimum

Designers Flock to the GoDaddy Pro Program

How Brands Can Be Sorry on Facebook
#7 Show Off Your Brand
MercyCare Urgent Care
Get in. Get out. Get better.

FIND A PROVIDER  OUR SERVICES  PATIENTS & VISITORS  HEALTH & WELLNESS  CLASSES & EVENTS

[319] 398-6011  MAPS & DIRECTIONS  ABOUT US  MERCY FOUNDATION  MYCHART  FOR PROVIDERS

FIND A MERCY CARE URGENT CARE

Comfort of home. Read about 12 Ways MyChart can make your life easier.
#8 Design Responsive Emails
Mary Oliver on how differences bring couples closer, Virginia Woolf on writing, why some people are left-handed, Oliver Sacks on music, and more

September 13, 2015 at 6:00 AM
Inbox – Gmail

Mary Oliver on How Differences Bring Couples Closer Together

"For one human being to love another," Rilke wrote, "that is perhaps the most difficult of all our tasks... the work for which all other work is but preparation." And yet the work of love too often leaves us feeling profoundly unprepared, nowhere more so than when lovers confront the abyss of daily differences between them. But rather than a fault line where the relationship fractures, that gulf can be the source of deeper communion—what beloved poet Mary Oliver (b. September 10, 1935) suggests in a portion of her wholly wonderful Long Life: Essays and Other Writings (public library).

Reflecting on the enduring love she shared with her soul mate—the photographer Molly Malone Cook, for whom she later wrote one of the most moving elegies of all time—Oliver considers the gift of differences:

"I pour tremendous time, thought, resources, and love into bringing you Brain Pickings, which

Mary Oliver on how differences bring couples closer together, why some people are left-handed, Virginia Woolf on writing, why some people are left-handed, Oliver Sacks on music, and more.
#9 Track Your Links
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Register Now

In your Emails:

In our webinar, our team is workshopping real-world healthcare examples, giving you tips on what you're doing right and ideas for improvement, for you to这个问题 through email to corina.olingir@geometric.com by September 21, 2015.

Send you the recorded version once it's posted online.
## Mobile Device Info

<table>
<thead>
<tr>
<th>Mobile Device Info</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sessions</td>
<td>% New Sessions</td>
</tr>
<tr>
<td>Apple iPhone</td>
<td>134 (59.95%)</td>
<td>91.79%</td>
</tr>
<tr>
<td>Apple iPad</td>
<td>47 (17.87%)</td>
<td>73.72%</td>
</tr>
<tr>
<td>(not set)</td>
<td>18 (6.84%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>Google Nexus 5</td>
<td>7 (2.68%)</td>
<td>100.00%</td>
</tr>
<tr>
<td>Google Nexus 7</td>
<td>5 (1.98%)</td>
<td>40.00%</td>
</tr>
<tr>
<td>Samsung SM-G900V Galaxy S5</td>
<td>5 (1.98%)</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
#10 Include Social Sharing Icons
Patient Care

Arm ergometry stress testing offers alternative to treadmill or leg cycle testing

Arm ergometry can facilitate stress testing for patients who complain of symptoms only or primarily during arm work and for patients with paraplegia or other severe lower extremity disability.

Success rates for difficult polypectomies improve with use of multidisciplinary care teams.
#11 Don’t Forget Company Name & Unsubscribe
Business Name & Address

(c) 2015 MediaPost Communications, 15 East 32nd St., 7th floor, New York, NY 10016
Make the Unsubscribe Accessible
#12 Test Your Email
Test and Test Again

- Spellcheck and proof all of the content (both HTML and text versions)
- Does all the dynamic or personalized content pull into the email correctly? [%first_name%%, %email%%, etc.]
- Do all the links resolve to where they should?
- Do the links have analytics tracking parameters?
How Does Your Email Look?
#13 Best Time to Mail
How can I determine the best time to mail?

According to Constant Contact – Monday morning at 6:00 a.m. is ideal for Health services.

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Day of Week</th>
<th>Time of Highest Open Rate (Local Time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education - Primary/Secondary (ex. elementary, middle, and high schools)</td>
<td>Wednesday</td>
<td>6:00 a.m.</td>
</tr>
<tr>
<td>Education - Higher Education (ex. colleges, universities, trade schools)</td>
<td>Monday</td>
<td>6:00 a.m.</td>
</tr>
<tr>
<td>Financial Advisor</td>
<td>Monday</td>
<td>11:00 a.m.</td>
</tr>
<tr>
<td>Fitness Center, Recreation (ex. yoga studio, bowling alley, gym)</td>
<td>Monday</td>
<td>11:00 a.m.</td>
</tr>
<tr>
<td>Fitness/Nutritional Services (ex. personal trainer, wellness coach)</td>
<td>Wednesday</td>
<td>6:00 a.m.</td>
</tr>
<tr>
<td>Government Agency or Services</td>
<td>Saturday</td>
<td>4:00 p.m.</td>
</tr>
<tr>
<td>Health &amp; Social Services (ex. hospital, elder care, adoption services)</td>
<td>Monday</td>
<td>6:00 a.m.</td>
</tr>
<tr>
<td>Health Professional (ex. physician, dentist, chiropractor)</td>
<td>Monday</td>
<td>6:00 a.m.</td>
</tr>
</tbody>
</table>
How can I determine the best time to mail?

• Review trends – both overall industry and within your organization
  – Take a look at the Opens reports for your past emails and see if you notice any patterns.
• A/B Test time and day you mail to see what works for you
#14 Always Analyze
What metrics should you track?

• Opens
• Clicks
• Conversions
• Unsubscribes
• Hard Bounces
• Soft Bounces
How do you track these metrics?
Healthcare Industry Averages

**Open Rate**
- Hospitals, Healthcare & Biotech: 23.4%
- Overall: 17.4%

**Click-Through Rate**
- Hospitals, Healthcare & Biotech: 2.0%
- Overall: 1.4%

**Click-To-Open Rate**
- Hospitals, Healthcare & Biotech: 10.1%
- Overall: 9.4%

Source: 2015 Email Marketing Metrics Benchmark Study by Silverpop
Web Is The Hub; Email Is The Most Successful Tool
Email Workshop
Abington-Jefferson Health

- Good information
- Social icons
- Branding
- Pre-header overload
- Header link
- Non-responsive
- Tighten design
Altru Health System

- Relevant content
- Banner height
- Scannable layout
- Branding – no logo
- Header link
- Subject
- Tracking codes

New From Our Experts

What Every Parent Should Know About Concussions
As a parent of a youth athlete there are many moments of pride, excitement and celebration when cheering your child along in their sport. However, there is also fear. Fear that they will be let down, fear that they might not make the team, and most of all, fear that they could get injured. With the recent attention paid to concussions and how they are often underreported and “swept under the rug” by athletes, and sometimes even coaches, it is important that parents understand concussions, including their signs, symptoms and proper treatment. Read more

5 Things Every 40-Year-Old Should Know About Their Health
Now that you’ve crossed the bridge into your forties, consider how you can act now to prevent disease and keep yourself healthy long into your golden years. To help you get you started on your path to prevention, we asked Dr. Casey Ryan, internal medicine physician and prevention specialist with Altru, to share the five things you should know about your health at 40 and why. Read more

Pre-race Tips From Performance Experts You’ll Want to Follow
Gearing up for the Wild Hog 1/2 Marathon events? Whether you are running your first 5k or you are an avid marathon runner, there are some general tips from your performance experts at Altru Health System you don’t want to miss. Read more
Billings Clinic

- Relevant content
- Billings specific plus topic area info
- Branding

- Award banner – move to Header graphic
- Non-responsive
- Pre-header
Cape Code Healthcare

- Great visuals
- Scannable copy
- Branding
- Descriptive Subject
- Acronyms
- Add Social Icons
- Non-responsive
- CTA text color
August 2015

Welcome to Wellness Matters, a monthly electronic newsletter designed to provide you with concise information you can use to improve your lifestyle, achieve good health and maintain your well-being.

Prolonged Sitting Takes a Toll

A recent study reported that more than half of a person’s waking hours are spent sitting. What is all of this sitting doing to us?

Women’s Only 5K Walk & Run

Eating on the go doesn’t have to mean fast food, vending machines or microwave dinners.
Mercy Medical Center

- Branding
- Subject
- Social Icons
- Good content
- Header – no link
- Content order
- Spacing
- Non-Responsive
Milford Regional Medical Center

- Branding
- Links to Site
- Patient Story
- Lecture Series

- Content heavy
- Non-responsive
- Social Icons
- Grand Opening
Questions?
Thank You