

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

Today's Presenter



Corina Olinger
Email Marketing Strategist
Geonetric

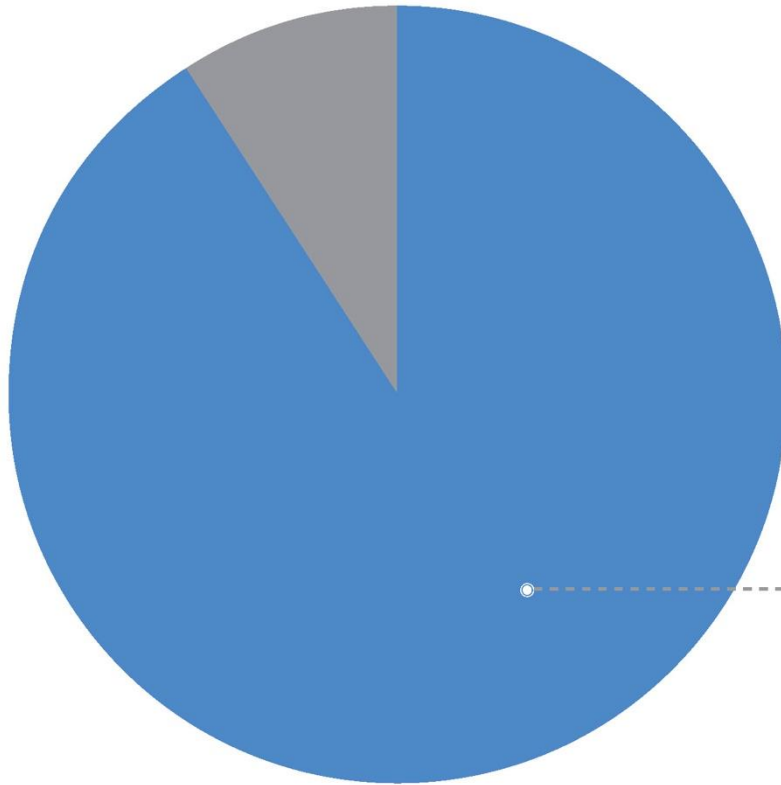
Web Is The Hub; Email Is The Most Successful Tool



Rumors Of Email's Demise Have Been Greatly Exaggerated

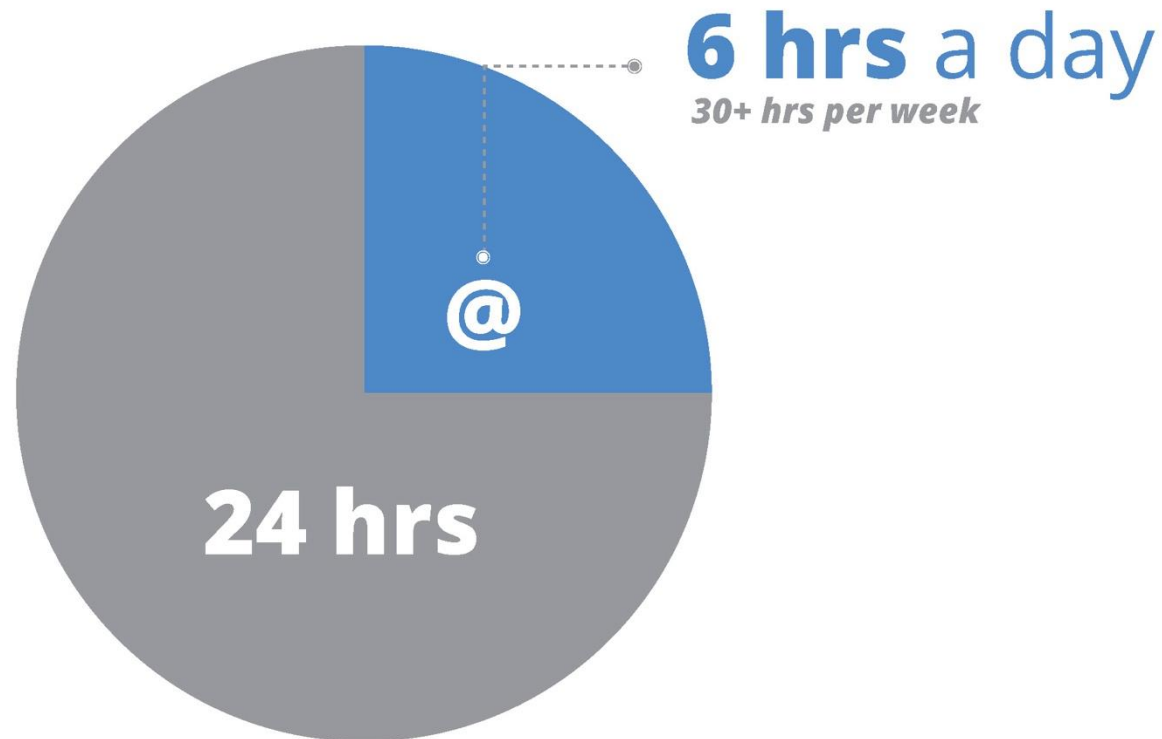


91% of Consumers Use Email At Least Daily



91%

We Use Email 6 hrs/day *(30+ hrs/week)*



9 of 10 People Check Personal Email At Work And Work Email From Home





While
watching TV

70%



Adobe Campaign

© Copyright 2015 Adobe Systems Incorporated.
All rights reserved.

GEONETRIC®



While resting
in bed

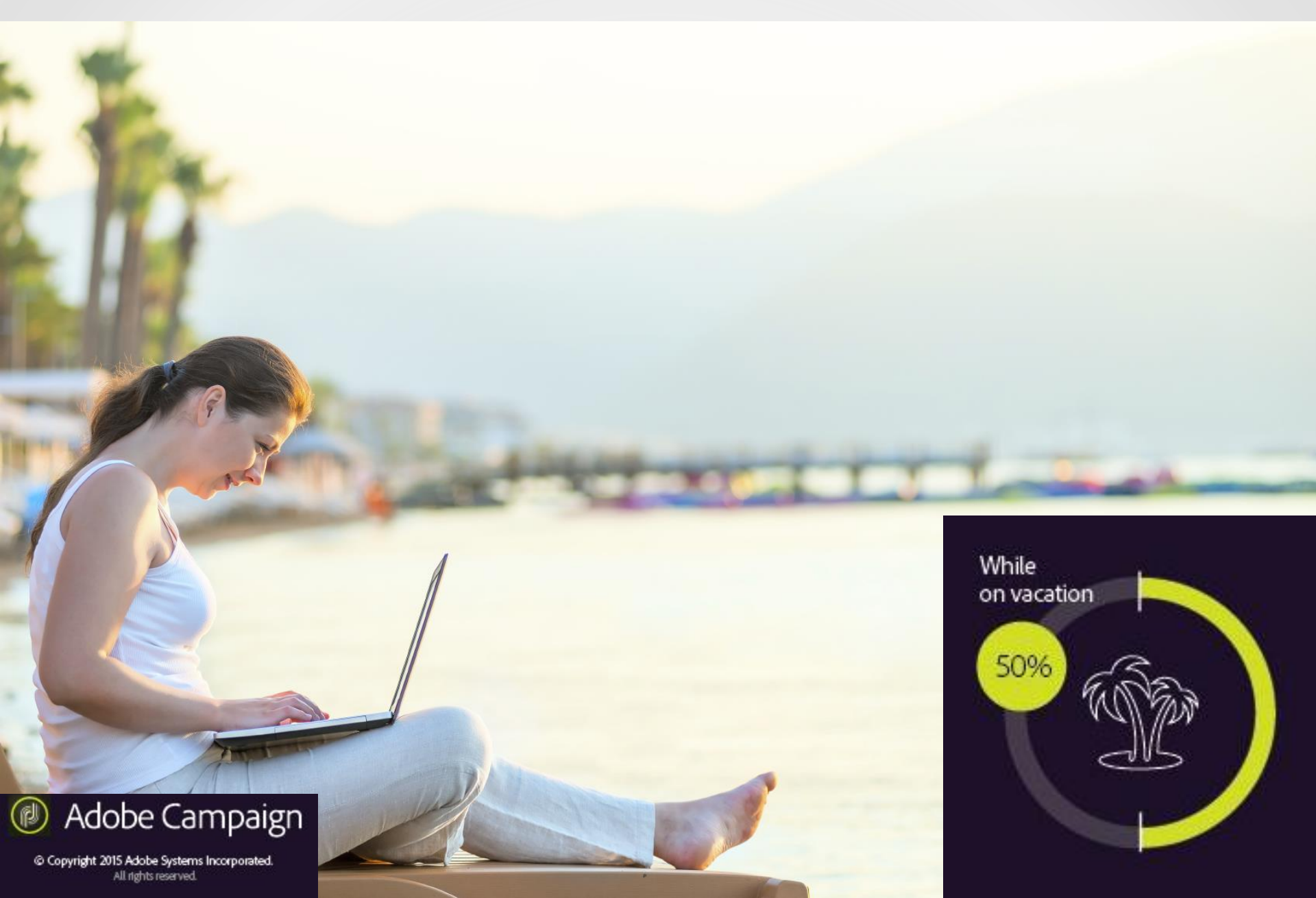
50%



Adobe Campaign

© Copyright 2015 Adobe Systems Incorporated.
All rights reserved.

GEONETRIC®



 Adobe Campaign

© Copyright 2015 Adobe Systems Incorporated.
All rights reserved.



While in
the bathroom

42%



Adobe Campaign

© Copyright 2015 Adobe Systems Incorporated.
All rights reserved.

GEONETRIC®



While out
driving


18%



Adobe Campaign

© Copyright 2015 Adobe Systems Incorporated.
All rights reserved.

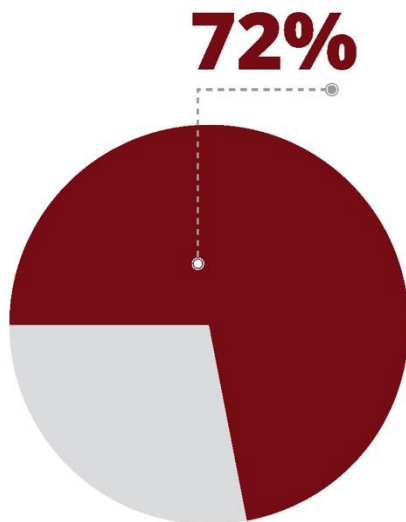
GEONETRIC®



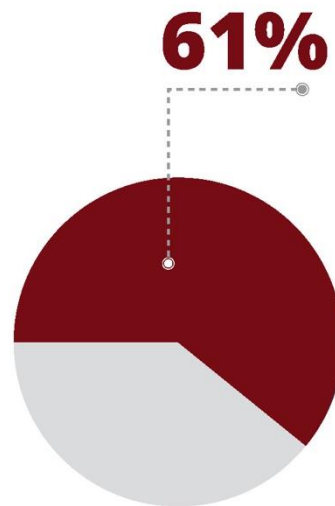
122,500,453,020
Emails Are Sent Every Hour

Do you like to receive emails?

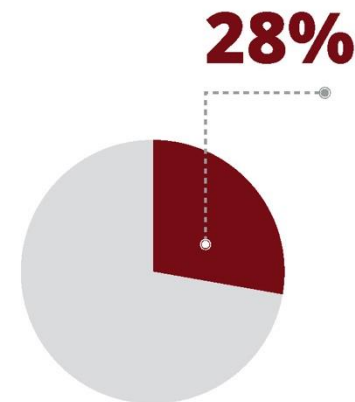
Yes



Weekly



More often



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.

SUBSCRIBE TO USA TODAY NEWSLETTERS

To sign up for free newsletters, just make your selections, share your email address and click sign me up.

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.

☐ **Most Popular**

Take charge of the conversation, with the day's most viewed stories delivered right to your inbox 7 days a week.

☐ **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.

☐ **Special Offers and Promotions**

Be the first to hear about special coverage and promotions from USA TODAY.

☐ **One Nation**☐ **Elections 2016**

Email Address

email@example.com

Confirm email address

email@example.com

Sign me up

Manage Preferences

Please select your topics of interest:

☐ **Select All**

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

Duluth Trading for Women <duluthtrading@duluthtradingemail.com> Unsul
to me

Sep 15 (6 days ago) ☆

[Plus, FREE SHIPPING on \\$50 orders!](#)

[View online](#)

DULUTH
TRADING
CO

Share with a Friend
No Bull Guarantee | 866.301.8553

Men

Women

Workshop

Gifts & Gear

Men's Sale

Women's Sale

FREE SHIPPING ON \$50 ORDERS*

SHARE CODE: 1DAY



SHOP THE
BAG
A
DEAL
CAT F



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!
-----------------	--

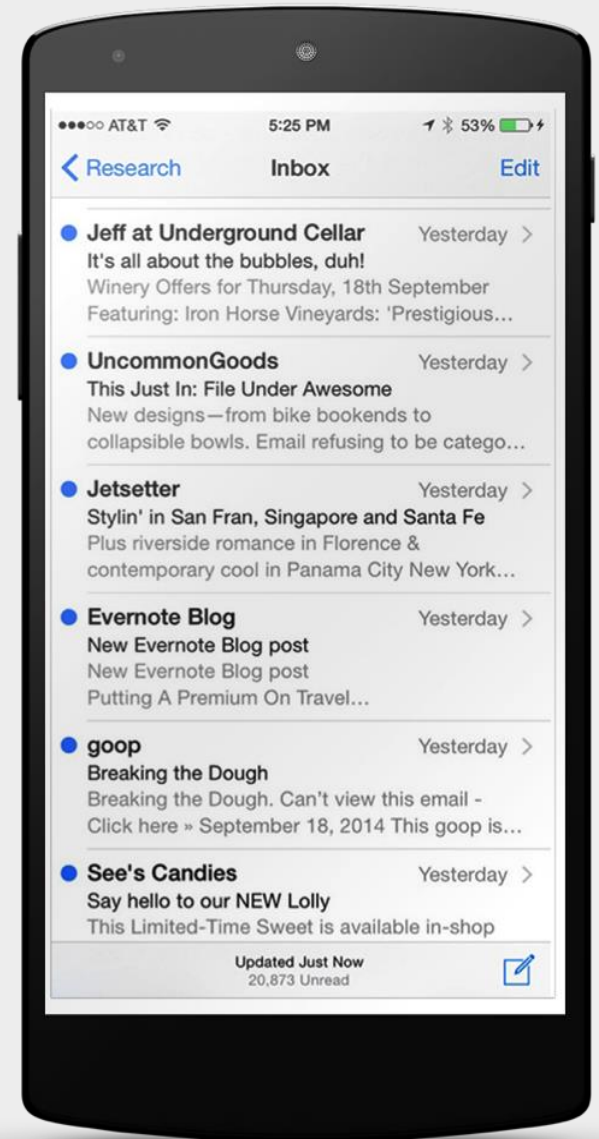
Michaels	30% OFF at Your Marion Michaels
----------	---------------------------------

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***

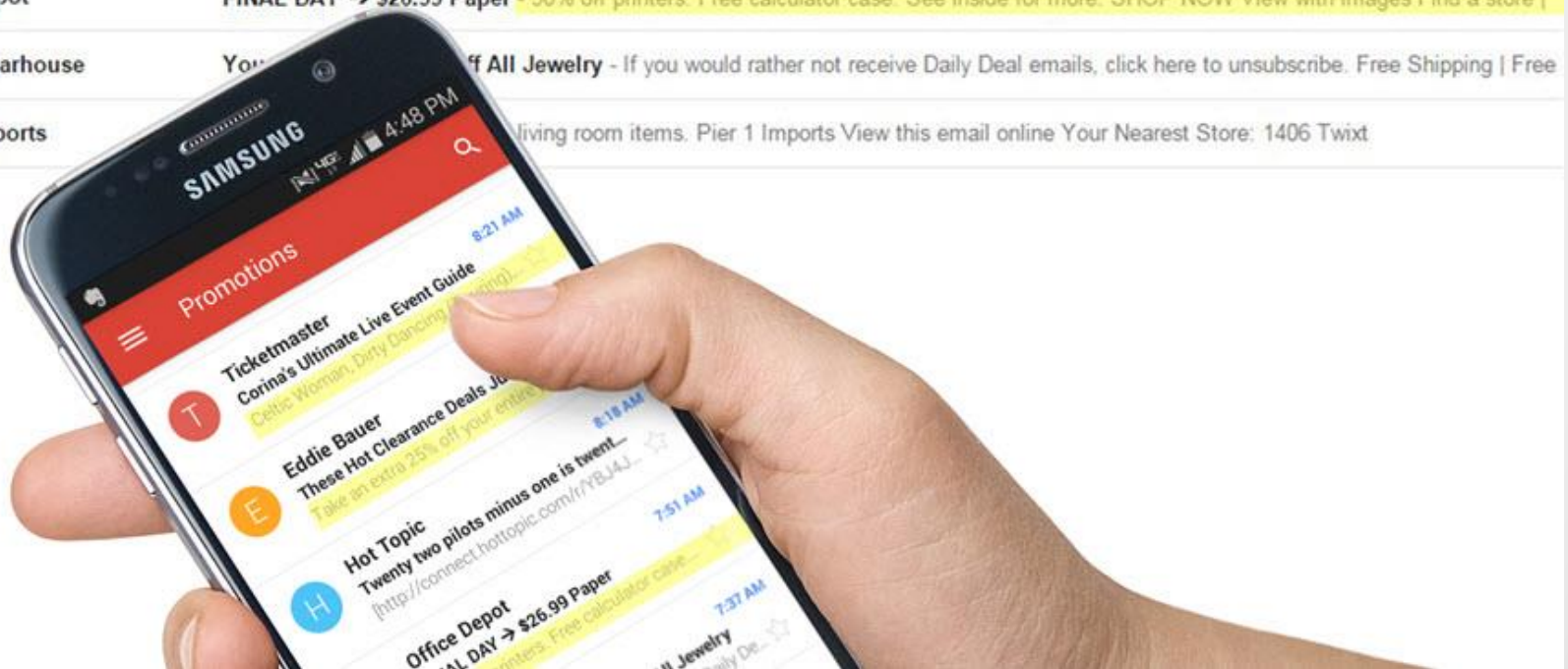
Not So Good Subject Lines

- 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

<input type="checkbox"/> ☆ <input type="checkbox"/>	Ticketmaster	Corina's Ultimate Live Event Guide - Celtic Woman, Dirty Dancing (Touring), Alabama, Toto, Mary Chapin Carpenter, & more! ticketma
<input type="checkbox"/> ☆ <input type="checkbox"/>	Eddie Bauer	These Hot Clearance Deals Just Got Even HOTTER! - Take an extra 25% off your entire purchase. View in a browser FREE SHIPPING
<input type="checkbox"/> ☆ <input type="checkbox"/>	Hot Topic	Twenty two pilots minus one is twenty one pilots. - View in browser View mobile-friendly SHOP HOTTOPIC.COM *Receive a coupon
<input type="checkbox"/> ☆ <input type="checkbox"/>	Office Depot	FINAL DAY → \$26.99 Paper - 50% off printers. Free calculator case. See inside for more. SHOP NOW View with images Find a store
<input type="checkbox"/> ☆ <input type="checkbox"/>	Men's Wearhouse	You... f All Jewelry - If you would rather not receive Daily Deal emails, click here to unsubscribe. Free Shipping Free
<input type="checkbox"/> ☆ <input type="checkbox"/>	Pier 1 Imports	living room items. Pier 1 Imports View this email online Your Nearest Store: 1406 Twixt

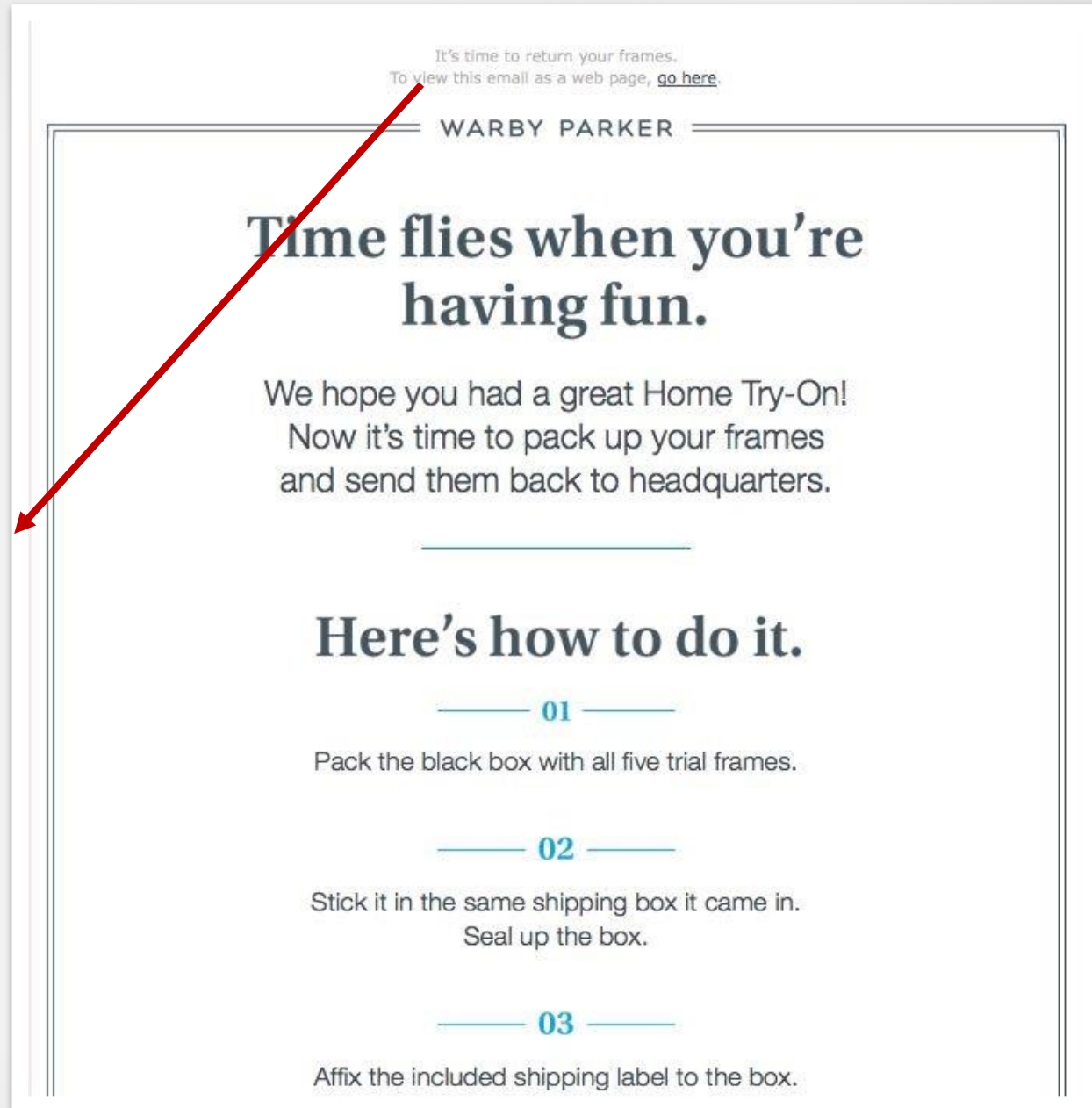


Example

Subject:

That was fast

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



Don't Waste The Pre-header

FROM

SUBJECT

Epsilon

New from A Bra

View on Mobile or Online

<http://s1658862228.t.en25.com/e/es?s=16

[View on Mobile or Online](#)



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 [...]

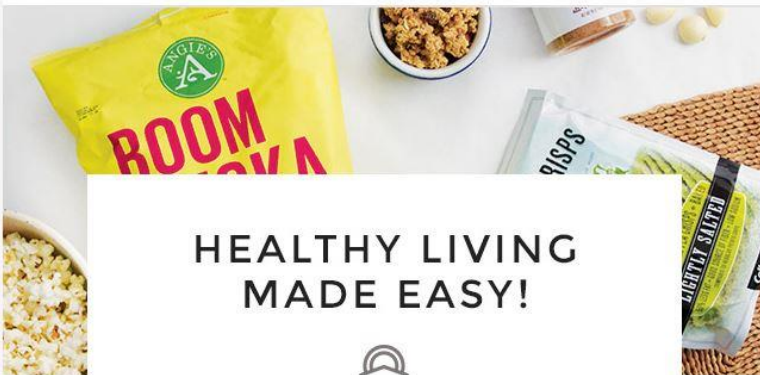
Read blog post

#5 Create a Clear Call-to-Action


Make it Easy to Take Action

Free Shipping on all orders over \$49.

THRIVE
MARKET



**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

It's Go Time™ 

24/7 Support: (480) 505-8821
Customer Number: _____

**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



Win an iPad!
 Rate a pro on Houzz >



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](#)

NEW A FILL D I



Easy to read

GEONETRIC WEBINAR

GEONETRIC

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

Presented By:



Corina
Olinger
Email
Marketing
Strategist

[4 Greedy Marketing Campaigns](#)
[Do You Know Your Image Formats?](#)

website¹⁰
YEARS
MAGAZINE
The Magazine for Website Success

web success UPDATE

MOVERS AND SHAKERS

- Sponsored By Avalara -

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.](#)

Avalara

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

GEONETRIC®

#7 Show Off Your Brand

Battle the Wind, Rain, Sleet & Snow — Shop UA Storm | View Online



NEW ARRIVALS

MEN

WOMEN

KIDS

SHOES

OUTLET

STORM
ALWAYS

RACHEL SCHNEIDER
Miler

repels rain and snow,
no matter what.

I WILL.

GEONETRIC®

Under Armour Sports Appa... x

Under Armour, Inc (US) | https://www.underarmour.com/en-us/

Most Visited Getting Started

FREE Standard Shipping On Orders \$49.00+ & FREE Returns



Chat US Stores Log in

CART

NEW ARRIVALS

MEN

WOMEN

KIDS

SHOES

ACCESSORIES

SPORTS

OUTLET

Search



UA FAVORITE COLLECTION

IT'S ALMOST TOO
COMFORTABLE.

We're not in the habit of picking favorites, but this is the exception.

SHOP NOW ▶

EXPLORE NOW ▶

NATALIE UHLING
Trainer

NEW ARRIVALS

IT'S OUR LATEST & GREATEST. WHAT MORE DO YOU NEED TO KNOW?

MEN'S ▶

WOMEN'S ▶

BOYS' ▶

GIRLS' ▶

MERCY

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

Groundbreaking set



Sisters of Mercy Ce



12 Ways MyChart C



MyChart



comfort of home. Read about [12 ways MyChart can make your life easier.](#)

(319) 398-6011 MAPS & DIRECTIONS ABOUT US MERCY FOUNDATION MYCHART FOR PROVIDERS

MercyCare Urgent Care
Get in. Get out. Get better.



FIND A
MERCYCARE
URGENT CARE

#8 Design Responsive Emails



MARKET SHARE: JULY 2014–JUNE 2015



From: [Brain Pickings Weekly](#) >

[Hide](#)

To: [David Sturtz](#) >

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, why some people are left-handed, Virginia Woolf on why she became a writer, Oliver Sacks on music's singular power over the human soul, and more.

Email looking odd?
[View it in your browser.](#)



Hello, David! If you missed last week's edition – Brené Brown on what people who rise strong from their facedown moments have in common, Grace Paley on the art of growing older, and more – you can read it [right here](#). And if you're enjoying this, please consider supporting with a modest [donation](#) – every little bit helps, and comes enormously appreciated.

donating = loving

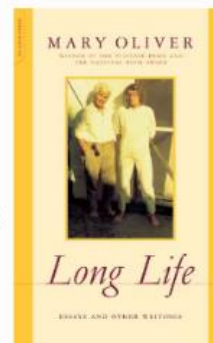
I pour tremendous time, thought, resources, and love into bringing you Brain Pickings, which



Hello, David! If you missed last week's edition – Brené Brown on what people who rise strong from their facedown moments have in common, Grace Paley on the art of growing older, and more – you can read it [right here](#). And if you're enjoying this, please consider supporting with a modest [donation](#) – every little bit helps, and comes enormously appreciated.

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 – that's 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:



donating = loving

I pour tremendous time, thought, resources, and love into bringing you Brain Pickings, which remains free. If you find any joy and stimulation here, please consider becoming a Member and supporting with a recurring monthly donation of your choosing, between a cup of tea and a good dinner:

Subscribe



You can also become a one-time patron with a single donation in any amount:

Donate



[f](#) Like on Facebook

[t](#) Follow on Twitter

☒ Forward to a friend

☒ Unsubscribe

Patti Smith on Prayer, the Love of Books, and How Illness Expands the Field of Creative Awareness

#9 Track Your Links

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

0%

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.

Presented By:



Corina
Olinger
Email
Marketing
Strategist

Inbox Activity

Viewing: Current Activity ▼

	Total	Unique		
Opens	121	42	<div></div>	23.464%
Clicks	16	13	<div></div>	7.263%
Forwards	0	0	0%	
Surveys	-	0	0%	
Unsubscribes	-	2	1.117%	

Register Now

57.1%

in Your Emails:

For this webinar, our team is workshopping real-world healthcare examples to give you advice on what you're doing right and ideas for improvement, submitted via email to corina.olinger@geonetric.com by September 21, 2015!

ar?

We'll send you the recorded version once it's posted online.

"<https://geonetric.webex.com/mw0>"

4.5%
Click Through Rate

62.5%
Percentage of total clicks
Actual total clicks: 10

57.1%
Percentage of unique clicks
Actual unique clicks: 8

Find reports & more

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Sessions VS. Select a metric

Hourly Day

Sessions



Sessions

1,270

Users

1,102

New Visitor Returning Visitor

Mobile Device Info ?

Acquisition

Behavior

Sessions ? ↓

% New Sessions ?

New Users ?

Bounce Rate ?

Pages / Session ?

263

% of Total: 20.71%
(1,270)

88.59%

Avg for View: 81.16%
(9.13%)

233

% of Total: 22.60%
(1,031)

85.55%

Avg for View: 81.57%
(4.87%)

1.42

Avg for View: 1.52
(-6.52%)

1. Apple iPhone



134 (50.95%)

91.79%

123 (52.79%)

88.81%

1.28

2. Apple iPad



47 (17.87%)

78.72%

37 (15.88%)

82.98%

1.30

3. (not set)

18 (6.84%)

100.00%

18 (7.73%)

77.78%

2.50

4. Google Nexus 5



7 (2.66%)

100.00%

7 (3.00%)

100.00%

1.00

5. Google Nexus 7



5 (1.90%)

40.00%

2 (0.86%)

40.00%

4.40

6. Samsung SM-G900V Galaxy S5



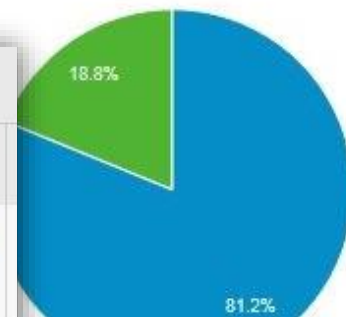
5 (1.90%)

100.00%

5 (2.15%)

80.00%

1.40



#10 Include Social Sharing Icons

Email not displaying correctly? [View it in your browser.](#)



Clinical Update

e-Edition

Follow us:



August 2015

[Research](#) | [Education](#) | [In the Video Center](#) | [Consults & Referrals](#) | [Resources](#)

BEST
HOSPITALS

S. News

DONOR ROLL
2015-16

LISTS

4

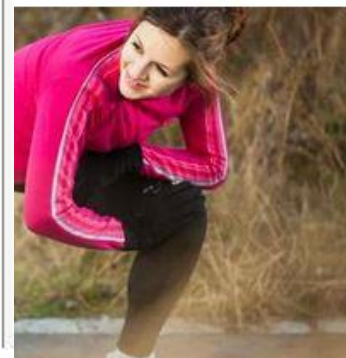


Follow

eos

cine - it's all about the
arrugia #CIMCon15

atching - Focus
E2Kw



August 2015

[Research](#)

Timeline ▾

705,275

Invite friends

ABOUT

200 First St S
Rochester, NY

(507) 538-3333

<http://www.mayoclinic.org>

LIKED BY THIS PAGE

Patient Care

[Arm ergometry stress testing](#)



Conc

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.



Mayo

[Success rates for difficult polypectomies improve with use of multidisciplinary approach](#)



Mayo

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 approach](#)

#11 Don't Forget Company Name & Unsubscribe

Business Name & Address



You are receiving this newsletter at Corina.Olinger@geonetric.com as part of your membership with MediaPost. We welcome and appreciate forwarding of our newsletters in their entirety or in part with proper attribution. If this issue was forwarded to you and you would like to begin receiving a copy of your own, [please visit our site](#). For advertising opportunities [see our online media kit](#). [RSS Feeds](#) are also available.

If you'd rather not receive this newsletter in the future [you may opt-out here](#).

(c) 2015 MediaPost Communications, 15 East 32nd St., 7th floor, New York, NY 10016

Free shipping over \$35

Free returns up to 30 days

24/7 Customer Service



help@jet.com | 1 (855) JET HEADS (538 4323)

[Privacy Policy](#) | [Unsubscribe](#)

221 River St, 8th Floor, Hoboken, NJ 07030 © 2015 Jet

[jet.com](#) only ships to the 48 contiguous U.S. states and the District of Columbia. To qualify for free shipping, the order merchandise total before savings and estimated tax must be at least \$35. Multiple orders cannot be combined to reach the \$35. For orders less than \$35, there will be a \$5.99 shipping charge. Returns must be initiated within 30 days of receiving items. Free returns not available if you waive returns in exchange for savings. Items returned must be in original condition with all packaging and tags. Savings percentage based on purchases in June 2015. Actual savings will vary based on number and price of items purchased.

Make the Unsubscribe Accessible



You are receiving this newsletter at Corina.Olinger@geonetric.com as part of your membership with MediaPost. We welcome and appreciate forwarding of our newsletters in their entirety or in part with proper attribution. If this issue was forwarded to you and you would like to begin receiving a copy of your own, [please visit our site](#). For advertising opportunities [see our online media kit](#). [RSS Feeds](#) are also available.

If you'd rather not receive this newsletter in the future [you may opt-out here](#).

(c) 2015 MediaPost Communications, 15 East 32nd St., 7th floor, New York, NY 10016

Free shipping over \$35

Free returns up to 30 days

24/7 Customer Service



help@jet.com | 1 (855) JET HEADS (538 4323)

[Privacy Policy](#)

[Unsubscribe](#)

221 River St, 8th Floor, Hoboken, NJ 07030 © 2015 Jet

[Jet.com](#) only ships to the 48 contiguous U.S. states and the District of Columbia. To qualify for free shipping, the order merchandise total before savings and estimated tax must be at least \$35. Multiple orders cannot be combined to reach the \$35. For orders less than \$35, there will be a \$5.99 shipping charge. Returns must be initiated within 30 days of receiving items. Free returns not available if you waive returns in exchange for savings. Items returned must be in original condition with all packaging and tags. Savings percentage based on purchases in June 2015. Actual savings will vary based on number and price of items purchased.

#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?

The image is a collage illustrating how an email from Geonetric looks across different devices and email clients. On the left, a vertical sidebar shows preview thumbnails for various clients: Previews, Desktop Clients (including AOL Mail Explorer, AOL Mail Firefox, AOL Mail Chrome, Gmail Explorer, and Gmail Firefox), and Web-based Clients. The main area features a large, detailed view of an email on a desktop screen, overlaid on a background image of an iPhone 6 Plus displaying the same email. The email is from Heather Stanley <heather.stanley@geonetric.com> with the subject '[Test Send]: What if one change could grow your online appointments by 30%?'. The email content includes the Geonetric logo, a graphic of a laptop, smartphone, and tablet with question marks, and a red 'Test My Site' button. The text of the email discusses the importance of responsive websites for reaching health consumers, citing statistics such as 1/3 of patients using tablets or mobile devices, more Google searches on mobile devices, and 76% of patients visiting a hospital's website during their research. The Geonetric logo is also present in the bottom right corner of the overall image.

COMPOSE

Inbox
Starred
Sent Mail
Drafts
More ▾

[Test Send]: What if one change could grow your online appointments by 30%? Inbox x

Heather Stanley <heather.stanley@geonetric.com> 11:01 AM (1 minute ago) ☆

to email-to ▾

To view this email as a web page, go [here](#).

GEONETRIC®

See what mobile visitors see.

Test My Site

Hi %First Name%,

You can't effectively reach health consumers today without a responsive website. Just look at some of the latest statistics:

- Roughly 1/3 of patients used tablets or mobile devices on a daily basis for research and/or to book appointments.
- More Google searches take place on mobile devices than on computers.
- 76% of patients visit a hospital's website during their research

Geonetric Inc. | 800.868.1171 | www.geonetric.com

This email was sent to: %EmailAddress%

This email was sent by: Geonetric
415.125th Avenue SE Cedar Rapids, IA 52401 US

Questions? C

GEONETRIC®

#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

Business Type	Day of Week	Time of Highest Open Rate (Local Time)
Education - Primary/Secondary (ex. elementary, middle, and high schools)	Wednesday	6:00 a.m.
Education - Higher Education (ex. colleges, universities, trade schools)	Monday	6:00 a.m.
Financial Advisor	Monday	11:00 a.m.
Fitness Center, Recreation (ex. yoga studio, bowling alley, gym)	Monday	11:00 a.m.
Fitness/Nutritional Services (ex. personal trainer, wellness coach)	Wednesday	6:00 a.m.
Government Agency or Services	Saturday	4:00 p.m.
Health & Social Services (ex. hospital, elder care, adoption services)	Monday	6:00 a.m.
Health Professional (ex. physician, dentist, chiropractor)	Monday	6:00 a.m.



How can I determine the best time to mail?

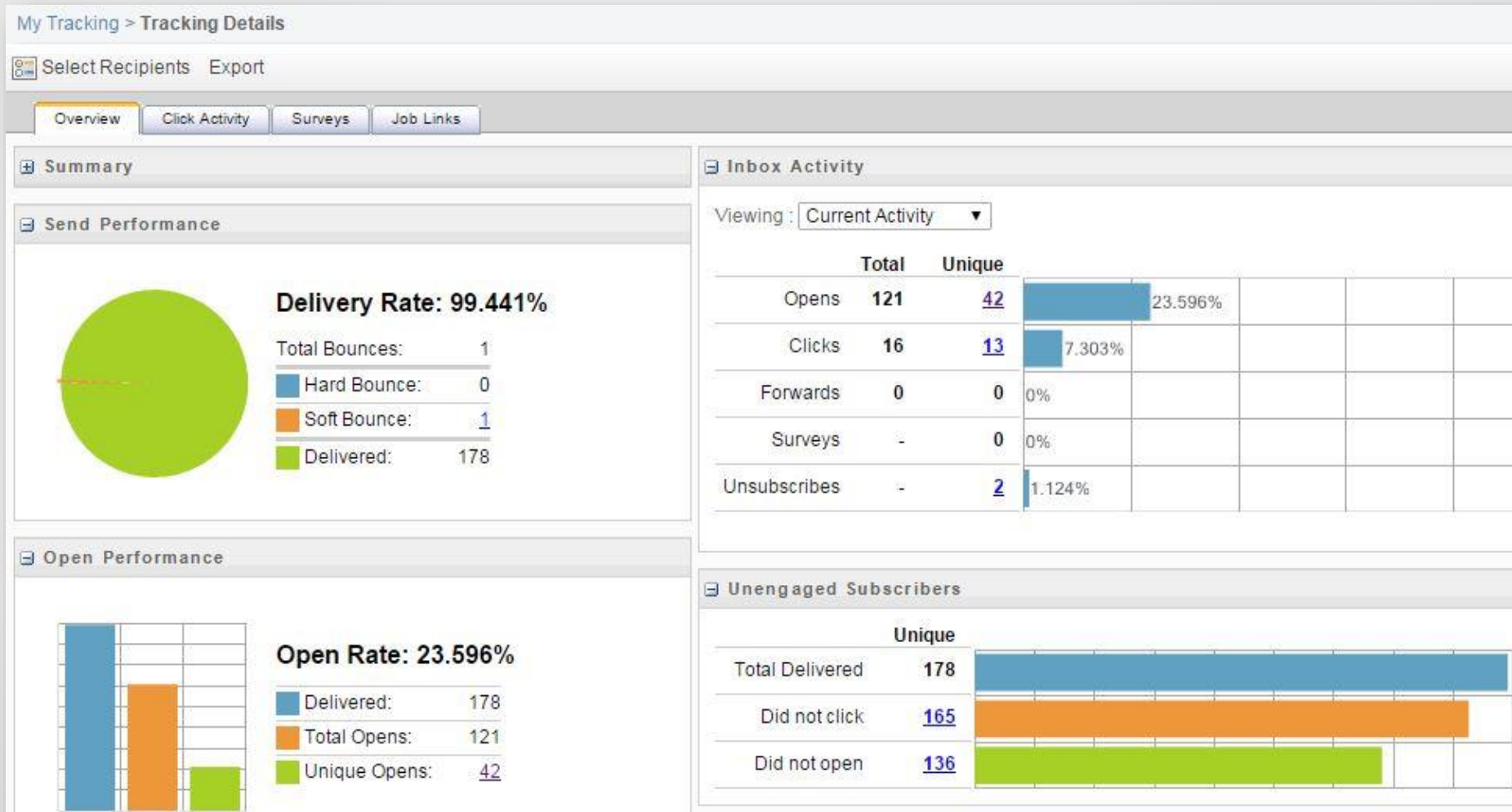
- Review trends – both overall industry and within your organization
 - Take a look at the Opens reports for your past emails and see if you notice any patterns.
- A/B Test time and day you mail to see what works for you

#14 Always Analyze

What metrics should you track?

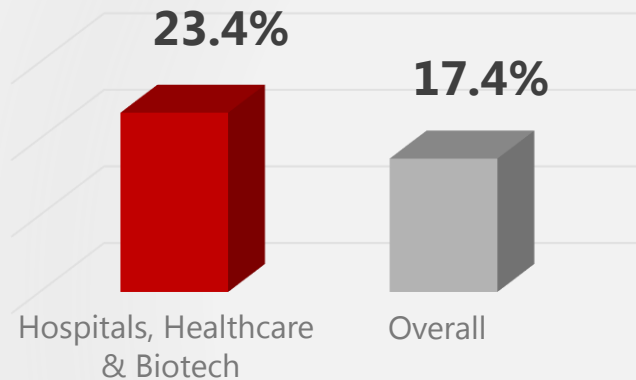
- Opens
- Clicks
- Conversions
- Unsubscribes
- Hard Bounces
- Soft Bounces

How do you track these metrics?

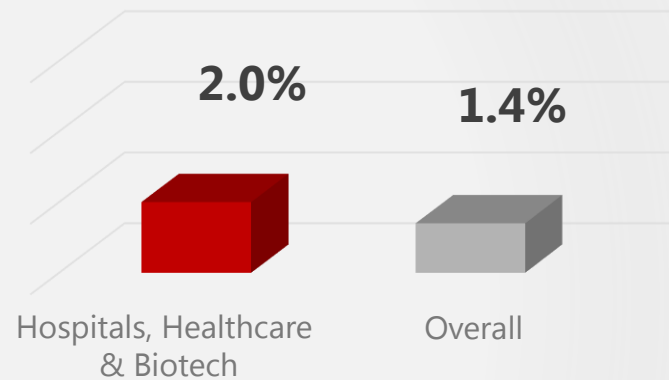


Healthcare Industry Averages

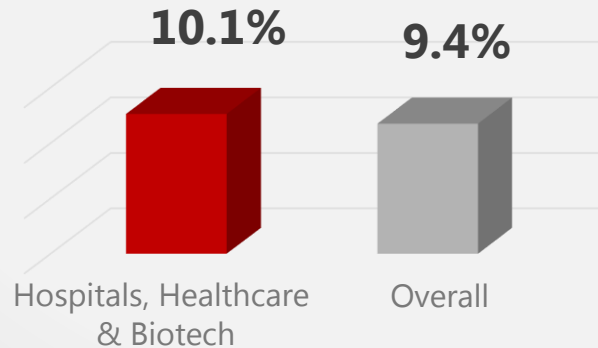
Open Rate



Click-Through Rate



Click-To-Open Rate



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

Having trouble viewing this email? [Click here](#)
Hi, just a reminder to add healthyliving@abingtonhealth.org to your address book so we'll be sure to land in your inbox.

You may [unsubscribe](#) if you no longer wish to receive our emails.



Upcoming Events About Joint Replacement

With today's technology, you could have a hip replaced and be walking hours after the surgery. Is the muscle cut or not in the total knee replacement? What if only a partial knee replacement is needed? Join our experts for an interactive presentation about total hip and knee replacements, as well as the use of robotic surgery for partial knee replacements.




Joint Replacement and New Technology

Tuesday, September 22, 2015
2 to 3 p.m.


Altru Health System

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



Tips + insight from your local experts at Altru Health System


New From Our Experts



William Haug Jr., MD

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 »](#)



Casey Ryan, MD

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 »](#)

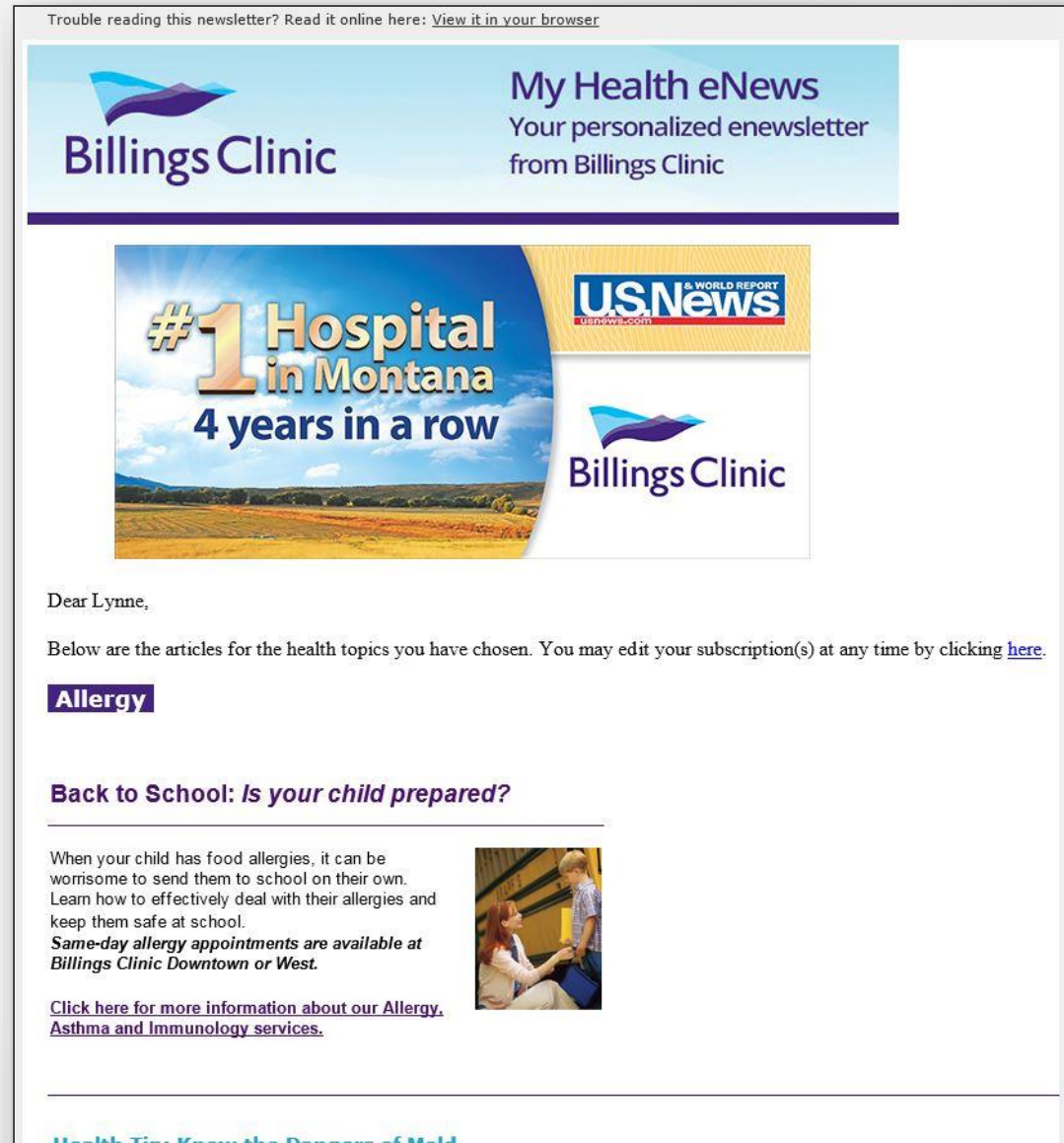


Pre-race Tips From Performance Experts You'll Want to Follow

Gearing up for the Wild Hog 1/2 Marathon events? Whether you are running your first 5k or you are an avid

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

OneCape[™]Health News

A News Service of Cape Cod Healthcare



Open heart surgery—without ‘open’ or ‘surgery’

A new, less-invasive procedure offers an alternative for patients too frail or at-risk for open heart surgery.

[READ MORE](#)

HEART & VASCULAR



America’s top doctor says its time to ‘Step It Up’

U.S. Surgeon General Vivek Murthy wants us to walk our way to better health. Cape Codders have just the place for that.

[READ MORE](#)

HEALTH & WELLNESS



Blood drive on wheels coming to a town near you

Our first-ever blood mobile travels from Falmouth to Provincetown, collecting blood from Cape Codders—for Cape Codders.

[READ MORE](#)

COMMUNITY HEALTH

“Your son might not make it through the

Cone Health

- Logo prominent
- Tracking links
- Social Icons
- Scannable content

- Intro paragraph
- Header
- Non-Responsive
- Subject

[View this email in your browser](#)



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?



WELLNESS ON-DEMAND
[Healthy Eating for People on the Go](#)

Eating on the go doesn't have to mean fast food, vending machines or microwave dinners.

Women's Only 5K Walk & Run

Mercy Medical Center

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

MERCY eTouch

Sister Peg Murphy Retires from Mercy



After 17 years as a chaplain at Mercy, Sister Peg Murphy retired on July 31. Sr. Peg said it was really hard for her to stop working, but she was having trouble walking distances. She enjoyed blessing babies and building relationships, and hopes to return as a volunteer. [Read more and leave her a note!](#)

Specialized Care for Children with Diabetes



Sara Neff, ARNP, C-PNP, MSN, is a nurse practitioner at Mercy Pediatric Clinic specializing in pediatric diabetes. Working in conjunction with or as a primary care provider for your child, Sara offers total diabetic care for children younger than 18. [See what Sara's patients are saying about her.](#)

Urgent Care vs. ER -- Where Should I Go?



In one national study, 48 percent of patients who visited the emergency room (ER) but were not admitted to the hospital went there because their doctor's office wasn't open. While the ER is a great resource, it's not always your best alternative to a family doctor. Find out [when to use Urgent Care versus the ER.](#)

A Long & Winding Road to Recovery



Secret. Shame. Guilt. These have surrounded Lisa Maxwell for 40 years. She had her first drink at 13 and began a rollercoaster relationship with prescription medications at 16. She's had a lifetime of hiding her addictions, and feeling guilty and

Meet Mercy: Dr. Ann Soenen



Locally established primary care physician Ann Soenen, DO, was born and raised in Iowa, and has been practicing in Cedar Rapids for five years. She joined MercyCare Vernon Village in August. [Learn more about Dr. Soenen.](#)

Nurse Practitioner Shona Lenss



Nurse practitioner Shona Lenss, ARNP, MSN, recently joined Mercy's General Surgery Clinic. An avid sideline cheerleader for her kids' sports/activities, she also enjoys spending time with family, cooking and fitness. [Learn more about Shona.](#)



(319)369-4444

Milford Regional Medical Center

- Branding
- Links to Site
- Patient Story
- Lecture Series
- Content heavy
- Non-responsive
- Social Icons
- Grand Opening



Questions?

Thank You