

# THE PATH TO LIFECYCLE HEALTH CARE MARKETING SUCCESS

How to move from capturing attention to ensuring lifetime retention



## CAMPAIGN

The success of your promotional email campaign hinges on two elements: frequency and relevancy. Which is most important? Think quality over quantity.

**77%** CONSUMERS Prefer EMAIL for permission-based messaging



## WEB OPT-IN

Minimize the number of required fields. If you need more customer data, try asking for it in a subsequent screen or a follow-up interaction such as an email, survey, or phone call.

### WHEN & WHERE IN THE WEB PROCESS SHOULD YOU USE AN OPT-IN FORM?

- Home page
- During registration
- During download
- During discharge
- Persistent in your website navigation

**100%** People of all ages prefer to receive their health care communications VIA EMAIL



## WELCOME

Welcome emails are highly anticipated, frequently opened, and (luckily for you) simple to automate! By automating your welcome campaign you can increase conversions at a time when you already have the subscriber's attention by including products, services, or special offers. Tie together social media by adding Facebook and Twitter icons in your welcome emails to help them connect with your brand across channels.

### Remember to:

- ✓ Confirm subscriber's reason for opting in.
- ✓ Request preference data. Simple questions like "When do you usually check email?" or "When's your birthday?" are fuel for your future engagement campaigns.
- ✓ Provide an incentivized offer.



## BIRTHDAY

What better time to engage with your subscribers than to celebrate a birthday? Use birthdays as an opportunity to wish patients well in the coming year, offer age-related health tips and remind them to set an appointment, such as an annual mammogram for women age 45 to 54.

A TARGETED ENGAGEMENT CAMPAIGN (such as a birthday) has been known to BOOST open AND click-through rates by **113 = 132%**



## SOCIAL OPT-IN

If your email subscriber list has hit a plateau, you may be overlooking a captive audience: your fans and followers! Use a simple sign-up form to drive email opt-ins and collect customer information on Facebook—and cross-promote via Twitter too! It's an easy and efficient way to gain subscribers who are truly interested in your brand.

**40%** Nearly OF CONSUMERS who click the "like" button on a company's Facebook page

DO NOT THINK companies SHOULD market to them via their News Feed



## NEWSLETTER

Newsletter campaigns give you the opportunity to send highly segmented and personalized messaging that keeps subscribers up-to-date on company happenings and provides relevant information.

**36%** marketers DYNAMICALLY PERSONALIZE EMAIL CONTENT TO IMPROVE relevance & engagement



## MOBILE OPT-IN

Mobile opt-in campaigns give you the opportunity to capture a customer's information at the most opportune times – while they're passing your hospital, waiting in line at the pharmacy, or seeing your ad on the big screen. Encourage participation with a key benefit or other branded message.

By **2016** there will be **1.4** MOBILE DEVICES per capita

SUCCESS SPOTLIGHT  
Medicaid created Text4baby, opt-in text messaging, to provide personalized maternal child health education to pregnant women and new mothers. Since Text4baby's launch in 2010, 680,000 women have enrolled in the program.

**57%** CONSUMERS report using SMS at least daily

SUCCESS You made it!



## BROWSE RETARGETING

Browse retargeting campaigns explore ways to track and reengage your website visitors. Healthcare professionals might be wondering if hospital organizations can run retargeting campaigns. Below are some ideas that HIPAA won't mind.

What's browse retargeting?

AFTER VISIT encourage your subscriber to

- Schedule an appointment
- ★ Contact us
- Get to know our physicians
- ★ Learn more about our award-winning research
- ★ Call us today



## REENGAGEMENT

Reengagement campaigns send proactive messages to reinforce your email program's value proposition, determine why subscribers lost interest, and identify those who no longer wish to receive your messages.

### Try this:

- Select subscribers who haven't opened your email in a few months.
- Develop a series of three messages with increasingly valuable offers.
- Send subscribers to a profile page where they can update preferences.

### BEST PRACTICE SPOTLIGHT

Ask the recipient to choose their email preferences. Doing this builds trust and sets expectations with your subscriber because it puts them in the driver's seat by giving them control of the types and frequency of the emails they receive.



## REFERRAL

Friends and family are often overlooked as marketing opportunities for brand loyalty and referral after care. When your healthcare organization is treating a patient, it is a well-timed opportunity to introduce yourself to friends and family for email program opt-in. You can increase brand loyalty and continue to build the relationship after care.

### Be a helping hand!

Many caregivers lack basic training in their new role, giving you an opportunity to be there for them with education, training and other helpful information such as:

- ♥ Home safety
- ♥ Avoiding infection
- ♥ Medication management



## WIN-BACK

Win-back campaigns seek to reengage patients who haven't made an appointment for an extended period of time, incentivizing them to renew their relationship with the practice through targeted promotions.

### Best practices:

- ♥ **BE HONEST**  
Be clear about why the subscriber is receiving the email (e.g., "We miss you" or "We value you as a customer").
- ✓ **DRIVE A SINGLE ACTION**  
Whether it's to "set your preferences," "make an appointment," or "take a survey," make sure you're only asking the subscriber to do one thing.

**92%** THE INBOX placement of BRANDS USING Win-Back CAMPAIGNS And they also receive a total read rate of **12%**



## AFFINITY

Using a platform such as Social Toaster makes it easy to engage loyal followers and to syndicate content from the brand through each followers' personal social networks on a regular basis.

Superfans EARN POINTS for SHARING CONTENT

- ★ Creating their own posts
  - ★ Re-tweeting specific accounts
  - ★ Sharing pictures or posts
  - ★ Posting to Instagram using specific hashtags
  - ★ Generating MEME's
  - ★ Recruiting friends
- And more!

**30% to 40%** SHARE RATE on content sent to fans

Every **2,500 FANS** in the program will reach approx **1 MILLION PEOPLE**



## ANNIVERSARY/ MILESTONE

Provide a personal communication thanking the patient on the anniversary of their last appointment. Include a special message congratulating them on their anniversary (e.g., Cancer free for 5 years). Offer a health tip or reminder message for their next preventive or wellness visit.

FOR **\$1** spent EVERY the average email marketing INVESTMENT BRINGS in a **\$44.25** Return



## POST-VISIT

Post-visit campaigns help you shape the patient experience and provide the outlets to share their experiences. Things to try:

**2 DAYS**

### AFTER VISIT:

Thank the patient and ask for feedback in a follow-up survey

**10 DAYS**

### AFTER VISIT:

Invite the patient to share a review about the experience