

What's Old is New Again: Telepromotion's Role in Healthcare Content Marketing

Email marketing is a proven tactic for cost-effectively reaching and engaging a wide audience of physicians, hospital-based executives and healthcare IT professionals. But what if you need to engage a much narrower segment or niche market such as physicians of a certain specialty in a particular geography? Or specific job titles at hospitals of a certain size? For those cases where your target universe is simply too small to achieve meaningful results via email, you'll need a different approach. A number of healthcare companies are obtaining excellent results with a new approach known as *Telepromotion*.

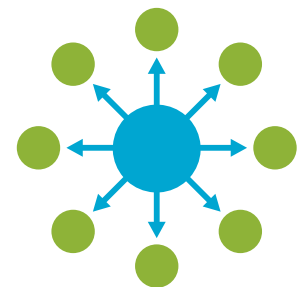
What *Telepromotion* is . . . and isn't

Let's make one thing clear right away: this approach is a bit different from traditional telemarketing, cold calling and appointment setting. The calling agent is not trying to immediately set up an appointment, sell a product or schedule a demo. Those approaches can certainly have value when used with the right contacts at the right time. Instead, *Telepromotion* is aimed at generating qualified leads at costs competitive to your email content marketing leads that can then be further engaged by your sales team and lead nurture efforts. *Telepromotion* is an effective component of a content marketing strategy that when executed correctly, can reach targeted healthcare audiences and generate demand when email alone will not produce the desired results. Best of all, the cost-per-lead can be on par with that of more traditional email-based campaign programs.

Email marketing is ideal for reaching a reasonably broad audience which, in the healthcare market, typically requires a distribution list of at least 25,000 to be effective. However, if your market is very specialized or you are targeting practices of a certain size or other niche audience, your target demographic might be too small to run an effective email marketing program. That's where *Telepromotion* comes in.

Telepromotion is a content marketing initiative that typically leverages an offshore team of agents and program managers to call the highly targeted prospects directly and offer a complimentary piece of content highly relevant to the products and services offered. Once a prospect is engaged on the phone by the agent and expresses interest in the content, the agent will verify contact information and ask a few additional questions to gain additional insight and establish intent to better qualify the lead.

Leads generated from this type of *Telepromotion* effort have proven to be of very similar quality as compared with leads generated via email alone. Since the lead originated via phone, the sales person receiving the lead has a very good chance of catching the prospect live in addition to being able to initiate a traditional lead warming cycle. And when done leveraging the right process and technology, telepromotion campaigns can incorporate the same type of A/B testing as found in email marketing programs.



What to look for in a Telepromotion partner

Companies that have attempted to develop a Telepromotion capability in-house have struggled due to lack of expertise, a low return on investment usually as result of a high cost structure, and limited scalability. That's why most businesses outsource their content marketing Telepromotion efforts. If you are looking to add Telepromotion to your marketing mix, look for a provider that offers:

- A skilled offshore team that speaks fluent and clear English and knows healthcare terminology as well as correct pronunciations so they can represent your brand effectively
- A performance-based model so you only pay for leads delivered that match the agreed upon filters
- A highly accurate and deep database of healthcare professionals that is continually updated and verified
- Rigorous quality control process and staff
- The ability to conduct A/B tests for scripts, content and offers
- The ability to monitor the effectiveness of programs over time and adjust accordingly

Add some innovation to your marketing toolkit

Telepromotion delivers high quality leads, a highly competitive cost per lead, and high engagement rates, even among niche audiences. To learn more about MedData Group's Telepromotion service and how it can help you reach and influence a specialized healthcare audience, contact us at sales@meddatagroup.com or visit www.meddatagroup.com/contact.

About MedData Group

MedData Group provides data solutions, demand generation, and content marketing services for vendors looking to engage with professional healthcare audiences and communities. Our contact database includes over 1.1 million healthcare professional records that are enriched through over 30 public and private data sources, as well as our own Medical Product Guide site network. Our blend of data solutions, demand generation and content marketing services, paired with behavioral knowledge and our unique business approach towards healthcare audience engagement, produces unrivaled results for clients spanning sectors including healthcare technology, medical device, publishing, pharmaceuticals, medical education, professional services and more.

***Find Out What Data We Have to Meet Your Needs –
No Commitment Required***

Whether you have a partial list of contacts, a target match list, or a set of criteria in mind, let us know. Share your list of requirements, and we will provide you with an in-depth summary of our relevant data, free of charge.

**Contact us to learn more about our data solutions
and to share your current needs >>**

The logo for MedData Group, featuring the text "MedData Group" in a blue sans-serif font. The word "MedData" is in a lighter blue, and "Group" is in a darker blue. A thin green horizontal line is positioned below the "Group" text.

MedData Group provides demand generation, content marketing, and data services for vendors looking to engage with professional healthcare audiences and communities by using a fundamentally unique approach.

MedData Group publishes Medical Product Guide, the industry's go-to resource that provides clinicians and healthcare professionals with meaningful vendor, product and industry information. By distributing meaningful content to healthcare professionals, we are able to collect more data, glean deeper insights, and reach larger audiences than any other demand generation service. Using behavioral analytics and big-data techniques, our proprietary content and lead management system produces unrivaled insights that we apply to best-in-class marketing practices to help our clients reach their business goals.



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