

MedData Group



Is Your Message Getting Through?

5 Best Practices for Healthcare Email Deliverability

Introduction

Healthcare marketers put a tremendous amount of effort into creating great content and email campaigns targeted at hard-to-reach audiences including physicians and other healthcare professionals. Although quality content creation is of critical importance, the underlying mechanics of making sure it gets delivered is an essential and fundamental component of successful campaigns.

Email Content

Choose your words carefully

Healthcare marketers often utilize wording that makes clinical sense and appeals to the audience. Unfortunately, spam filters may recognize those very words as triggers.

For example: you may be promoting educational or pharmaceutical information related to diabetes and discussing 'weight loss' but that phrase is a top offender and will almost certainly cause your email to be flagged as spam.

Email Content

Choose your words carefully

How will your compelling content strategies work if the message is never received? Tailoring email content to your audience is obviously critical to drive response and engagement, but identifying spam filter trigger words should be one of the first areas of consideration, prior to crafting content. If you are targeting physicians, the use of clinical words is common, but spam filters may find some words questionable.



*Always consider the spam filter first before crafting your email copy.
There are many comprehensive and updated spam filter lists available.*

Improve the Key Metrics: Open, Click, Engage

Break down the steps your audience will take, and make improvements to key areas to boost metrics.

Subject Line:

An intriguing subject line can spur action. Your subject line is critical, as this is the first trigger for engagement. Without that next click to open the email, your ability to engage is gone. But a great, compelling subject line leads your audience to the meat of your campaign, where they can engage on links.

You have also created a valuable metric to identify who on your list is likely to engage in the future. In many of MedData Group's physician oriented campaigns, we've found that subject lines with a lighter approach or tone perform better than a more serious tone, even when promoting clinical content.



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Body Content & Call to Action:

Once the recipient has opened the email, make sure you've made it easy for them to take the next step (and make sure there is a next step!). A large, clear and accessible button or link within the content is a great way to drive someone to your landing pages



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Design for Mobile:

Our own metrics and multiple other studies show that up to 75% of email is accessed on a mobile device. It's imperative that your content and call to action areas are designed to be mobile friendly. Many email platforms offer a tool to compose a mobile version of your email, so take advantage of this when possible. When testing your email, be sure to test and view on a mobile device, paying attention to the call-to-action areas to verify they are both viewable and accessible.



Maximize open and click-through rates with great subject lines, obvious and easy call-to-actions, and a mobile-optimized implementation including responsive templates when possible.

Use Metrics to Guide Future Campaigns

Your most engaged contacts are most often the ones who have engaged in the past.

Once you've established a history of email deployments, you can accurately identify and track which addresses in your list have engaged with your campaigns in terms of opens and click-throughs. These metrics and addresses are invaluable when planning future campaigns.



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More valuable offers can be targeted to audiences that have a history of prior engagement. In addition, by combining your most active contacts with a subset of your inactive contacts, you increase the chance of engaging more individuals overall, as your emails are more likely to get through to the inboxes of your inactive contacts.



Always monitor, track and analyze your list to identify who is engaging, with what content, and how you can leverage that information for future campaigns.

Consistently Monitor Performance

Maintain a positive email 'reputation' to ensure deliverability in the future.

There are a variety of online tools that allow you to monitor your email reputation tied to the IP address you use to send your campaigns. Tools such as SenderScore.com allow you to monitor your sending IP address and generate a report on your overall reputation.



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These tools also provide useful insight on your history of sending to bad addresses, analysis into how much mail has bounced from your IP address, and information on how many spam complaints may have been generated from your mailings. These are critical factors in calculating your 'sender score', which is used by domains to gauge whether or not your emails will be delivered to recipients' inboxes.



Identify potential sender score pitfalls before they occur to avoid deliverability issues, and remediate once you identify a problem.

Maximize Results by Tapping into the Experts

By fully understanding the underlying mechanics of how email deliverability can be inadvertently derailed, healthcare marketers can intelligently improve the design and implementation of campaigns, boost key metrics including open and click-through rates, and achieve greater engagement with targets.

What challenges are you facing with your campaigns? MedData Group specializes in helping healthcare marketers reach the right audiences and create and implement performance-based cost per click and cost per lead campaigns designed to yield the best results. [Let's connect.](#)

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About MedData Group

MedData Group provides demand generation and data solutions to providers of healthcare technology, medical devices, pharmaceuticals, medical education, and others looking to engage with hard-to-reach physicians and other healthcare professionals 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 achieve unmatched results towards helping our clients reach their business goals.

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