

# Medical Technology Marketing Industry Trends:

## The Effectiveness of Email Marketing for Lead Generation

**M**edtech marketers face many day-to-day challenges. Whether they're trying to bring a new product to market or provide more leads for sales, it can be difficult to catch the attention of physicians and other healthcare professionals.



**1/3<sup>rd</sup>** of medtech sales reps are being turned away by physicians for in-person meetings

The medical technology industry is changing, and marketers will be relying heavily on digital lead generation techniques more than ever to grow their revenues. In a recent survey involving medical device professionals...



**85%** agree that digital media has changed the way the healthcare industry needs to communicate and engage with its customers.

**Yet...**



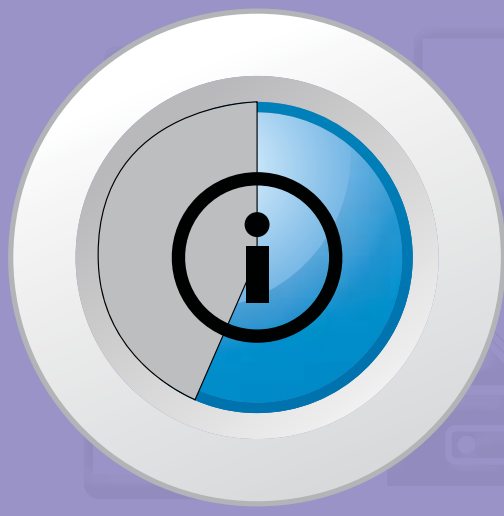
**40%** of healthcare companies are not currently implementing an email marketing strategy.

Email marketing can be one of the most cost effective ways to bring on new leads.

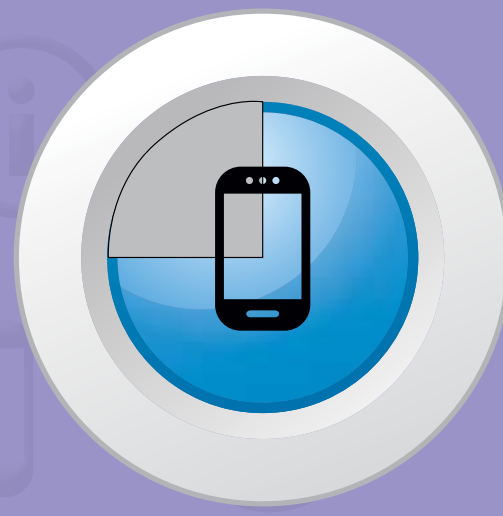
For every **\$1 spent, \$44.25** is the average return on email marketing investment.



It's also the most preferred method of communication by healthcare professionals.



**62%** of physicians and other healthcare providers prefer communication via email in comparison to direct mail, phone calls, and in-person visits.



**75%** of physicians use smartphones and tablets for professional reasons and checking email is the top reason for using these mobile devices in the workplace

Are you ready to get started with effective email marketing? Follow these 3 steps:

1. Establish your goals
2. Grow your list of contacts
3. Create your content

**Need help with your email marketing campaigns or growing your contact list? We can help.**

**Contact us** to learn more about our demand generation and data licensing services for healthcare marketers.

**About MedData Group:** MedData Group provides demand generation and data services for providers of healthcare technology, medical devices, medical education and others looking to engage with hard-to-reach physicians and other healthcare professionals by using a fundamentally unique approach. Learn more about our services for healthcare marketers or contact us today.

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Sources:  
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