

Dummies' Guide – top 10 tips to...email marketing

In the first of his new, regular marketing columns, Chris Baker offers some useful hints and tips on...email

Email

As a practice, one of your most valuable resources is your existing patient database. And, the most cost-effective way to communicate with this base is via email – this is why you need to be doing it.

Recent changes in the law with regard to GDPR have made changes to who you can and cannot contact, but with a compliant data policy you should still be making the most of this massive resource.

Top 10 tips

- 1 Spend a little time working out what might appeal to your patients and what you would like to promote
- 2 We have found that a mix of practice news, treatment education, promotions and dentistry in the news eg sugar tax, works best



Chris Baker

Owns and runs Corona Design and Communication.

- 3 Don't just sell, sell, sell. Consider these emails as an informative and educational newsletter and write accordingly. This is even more relevant following GDPR
- 4 'Storyboard' four-six emails in terms of treatments, practice news, promotions and so on – fail to plan, plan to fail!
- 5 Consider your subject lines very carefully. Most campaigns will prosper or fail depending upon the quality of these. What would make you open it?

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- 6 Export all your data into an Excel spreadsheet – having first removed all under 18s
- 7 Use third-party email marketing software

such as Mailchimp or Dotmailer. These will provide large amounts of useful statistics such as open rates, what was clicked upon and so on

- 8 Keep the stories short and sweet. If they are longer, host them on your website and include a link to them in the email
- 9 Ensure that you have plenty of clickable content in the emails – this means you can measure what those who opened the email wanted to read
- 10 Review your reports regularly so that you can tailor future emails to what your audience has expressed a preference for.

Avoid

- ✗ Don't try and include everything in the first email!
- ✗ Sending emails on Mondays – most people are busy and open rates are generally lower
- ✗ If you have nothing to say, don't send it! Hold fire and send it out next month when you do. ■

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