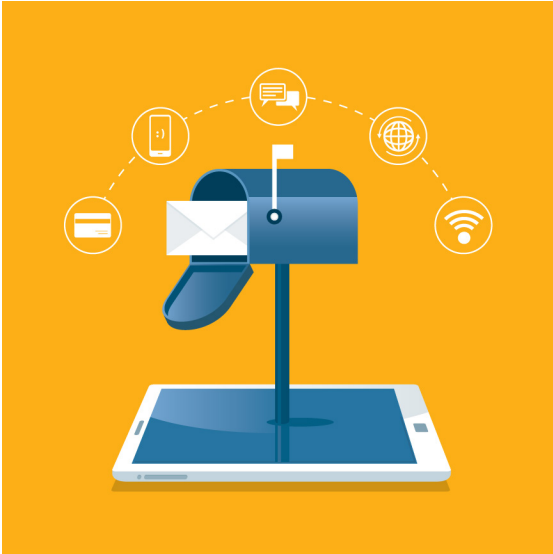


Growing Your Email List Is as Easy as 1-2-3



Growing Your Email List Is as Easy as 1-2-3



What if there was a machine that for every \$1 you put in it gave you \$42 back? Well, there is! It's email marketing.

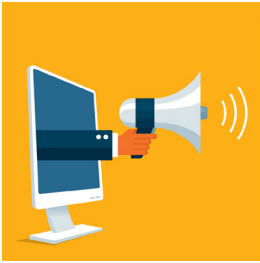
The average ROI—or return on investment—for email marketing is 42:1. In other words, a business will make \$42 for every \$1 they invest in email, on average, and that number continues to grow every year.

How does email produce such incredible results? To put it simply: Email is an immediate vehicle for communicating with your patients and prospects and, more importantly, with those who have given you permission to send them promotional messages.

When an audience opts into receiving your promotional messages, they're signaling that they want to connect with you. Think of your email list as your pipeline of potential patients—or, in times of economic downturn, your revenue lifeline. As your email list flourishes, your future revenue expands with it.

And consider this: The cost to distribute each email is roughly the same whether you have 10 or 10,000 subscribers. So, as your list grows, email marketing becomes more cost-effective, and your ROI increases.

No matter your industry, it's vital to collect subscribers the right way. In the medical industry, you need to be especially mindful of email collection and use laws (we're looking at you, HIPAA). However, developing your subscriber list is easier than you might think. In fact, it's as easy as 1-2-3



1. Your website is your greatest tool.

Include email sign-up forms across your site. Be sure to emphasize the value that the potential subscriber will receive by signing up. Remember, email addresses are precious to people, and they need a good reason to give you theirs.

Add an opt-in option on all your contact forms. Use language that is short, concise, and clear so the user knows what to expect by checking that option.

Make sure all your forms correctly connect to your email service provider account. Test all your forms to ensure that email addresses are added to your list.

2. Don't forget about other key channels.

Utilize social media to collect new subscribers. Integrate your email service provider with Facebook to install a newsletter sign-up form on your Business Page. Take advantage of the Questions box on Instagram Stories to collect emails and manually add to your list, or ask followers to direct-message you if they wish to join. Activate your brand evangelists to encourage their followers to connect with you. Now's the time to get a bit scrappy with social media to expand your list.

Social media advertising is an option, too. Run social media ads on Facebook and Instagram to drive traffic to your site's sign-up page or use the lead generation ad format to collect emails directly on social platforms.

Use paid advertising to build your subscriber list, and therefore, your pipeline of potential patients. Consider how Google or Bing paid search ads could benefit your email collection efforts. Paid search ads aren't just for immediate lead generation. Many people you reach through ads will sign up for your newsletter for now before deciding to request an appointment.

Check if your email service provider offers text-to-join options. Many email service providers, such as MailChimp and Constant Contact, offer free options within their account plans to set up text-to-join, enabling your audience to join your list simply by texting. Set this up, and the opportunities for promotion are endless.

3. Get creative with an integrated approach.

Run a cross-channel campaign with a "hook" to grab new subscribers. Offer an enticing piece of content for new subscribers, such as an e-book. In marketing we call this a "lead magnet." Or provide another instant reward, such as an exclusive offer that only new subscribers will receive (think, a dollar amount off their first treatment or a free consultation).

Run an online contest to capture registrations and build brand awareness. Contests powerfully drive interest among your target patient audience and boost your brand's attention. Capitalize on that attention not only to gather registrations but also to gain subscribers to your list.

Work with other local businesses to cross-promote your businesses. Have some fun with a joint campaign or giveaway that mutually benefits your practice and your fellow business, but your potential subscribers too!





Bonus: When you return to the office, it's a new opportunity.

Update your office forms to collect consent. Remember, you cannot use emails you collect in the course of patient care. You must obtain express permission before sending marketing emails, as dictated by HIPAA and CAN-SPAM laws. Include a check box for your patients to opt-in to receive marketing emails from you.

Use signage in the office to promote your list. Place signs in key areas—waiting room, front desk, consultation rooms, etc.—telling patients how to sign up, and more importantly, why they should sign up. (Pro tip: If you already set up text-to-join, use your in-office signage to promote it and make it even easier for people to subscribe.)

Don't forget about events! Ideally you will collect consent when registering event attendees, but if not, take advantage of the opportunity while they are in your office to gain them as a new subscriber.

IMPORTANT: You've collected the emails, now don't forget to add your in-office subscribers to your list. Adding them to your practice management software may not be the same as adding them to your email marketing software! Designate a member of your staff to be responsible for adding your new subscribers daily or work with your agency partner for other possible solutions.

Beware this potential trap.

We understand that it may be tempting to take a few shortcuts by buying a list of potential patient emails in your market. We're here to tell you—no, plead with you—not to fall for this trap. It is always a bad idea to buy lists of subscribers because those people don't want to be there, and emailing someone who didn't give you permission is akin to violating their privacy. Not to mention the negative effects it will have on your spam reports and deliverability (meaning it will be harder to reach the people who do want to hear from you). Trust us on this one. Don't do it!

Looking for an easy marketing activity that will expand your pipeline of patients and increase your revenue lifeline? Growing your email list is it. Take our ideas and run with them. Run to all the places you can think of to find your potential patient audience and connect with them! Be authentic, show your value, and build your email list.

So, the question for you to consider now is, "How many new subscribers are we going to collect this year?"

As always, Etna's team of marketing experts is here to answer any questions you might have about email marketing or any of your online marketing needs.

Learn more about Etna Interactive by visiting www.etnainteractive.com

Subscribe to our newsletter at www.etnainteractive.com/newsletter

Become a fan of Etna Interactive on Facebook <https://www.facebook.com/EtnaInteractive>