

5 MISTAKES TO AVOID WHEN SENDING EMAILS TO DOCTORS



01.

HIGH FREQUENCY

Digital fatigue and overload are recurring issues for doctors. Too many emails in a short time will have a negative impact on:

- Doctor user experience
- Deliverability
- Reliability of the sender



02.

LACK OF RELEVANCE & ADDED VALUE

Each email should bring value and not just be self-promotion. Doctors should only receive information related to their interests.



03.

NO OVERARCHING STRATEGY

An email is more than a channel to inform a doctor! It is an opportunity to move the doctor forward through the customer journey.

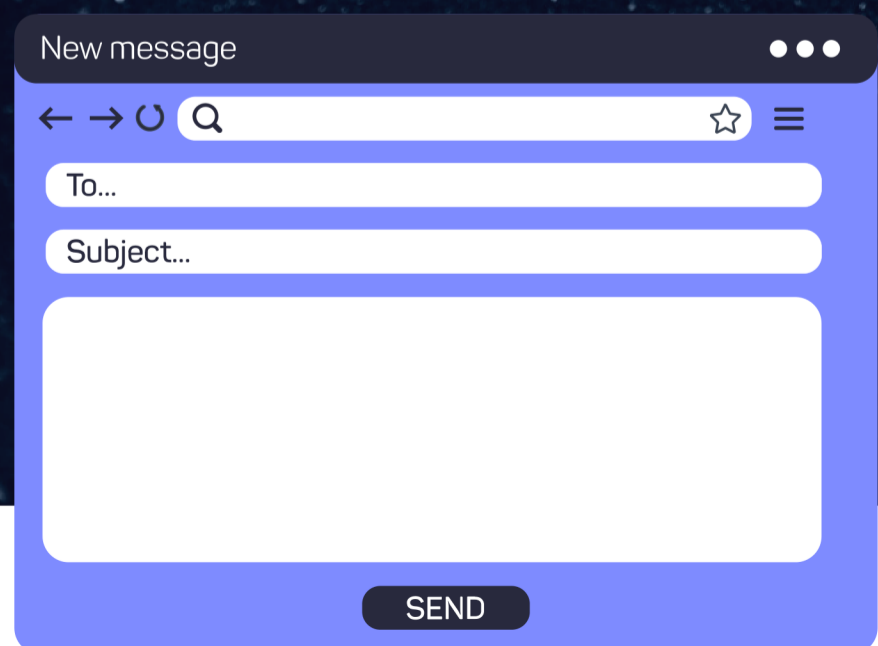


04.

BAD DESIGN CHOICES

Design and structure play a role in the way the email is “consumed”.

- Don't neglect mobile experience
- Use the right balance of images, text and CTAs to keep the reader's attention



05.

CONTENT OVERLOAD

Avoid long emails with too much content and/or too many links!
Doctors will feel overwhelmed and don't have the time to engage with all that content.





That's a wrap!

Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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