

Reach HCPs by email effectively

→ *7 quick wins!*



① Omnichannel approach

- Each email has the potential to fuel other channels
- Keep the **additional channels** involved in mind
- Decide which information is better delivered **through email or better through other channels**



② Customer journey in mind

- Figure out **where the HCP goes** after every email and what is the desired action from him
- Design **different workflows** for HCPs at different stages of the adoption ladder
- **Monitor and test** email performance and fine-tune it



③ Segmentation

- From day 1, have a **very clear view of the segmentation criteria** to use
- Keep all the **databases up-to-date** based on the identified segmentation fields



④ Familiarity

- **Use a first name** (eg. of the sales rep) as the email sender, rather than a company/brand name
- It has a **positive impact on open rate and creates a bond** that spreads to other channels



⑤ Repetition

- **Don't overload** doctors with emails, but send enough to **keep the conversation open**
- 60% of doctors only take action after receiving marketing info **2 or 3 times**



⑥ Consistency

- Stay consistent when it comes to **design and cadence**
- It helps with brand **recognition, authority** and to keep your brand **top of mind** with HCPs



⑦ Personalisation

- **Stand out** by adding personal elements (name, interest...)
- It also helps with **being remembered** and gives **credibility** to your message



These 7 tips can be easily achieved and don't require high investments, but they can have a big impact on your email marketing performance!





That's a wrap!



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