



# Your 2023 E-Mail Marketing Excellence

## Quantity & Quality Counts



### QUANTITY

**ON PURPOSE:** By increasing the number of email addresses in your valuable database, more patients can be efficiently communicated with via E-Newsletters.

**@ BASELINE:** Know how to easily obtain email lists from your practice management software and as necessary, contact them for expert assistance. They want you to enjoy systematic benefits from multi-function platform you are investing in.

#### WAYS TO INCREASE:

- When checking in current patients, obtain accurate email addresses for all those not on file
- When checking in new patients, obtain accurate email addresses from the start
- Consistently (daily or weekly) enter accurate information into your practice management software

**FOR THE BETTER:** Promote easily implemented internal contests to get:

- 1 new email address per day = 5 per week and 260 per year
- 2 new email addresses per day = 10 per week and 520 per year

*Ask us about creative and fun ideas to help achieve these important goals.*

### QUALITY

**ON PURPOSE:** With optimum contact data accuracy, the deliverability rate of your E-Newsletters communication will be maximized. For the record, we aim for 90-95%.

**@ BASELINE:** Explain to team members on the front lines why contact data accuracy is essential to staying in closer touch with our valued patients.

#### WAYS TO IMPROVE:

- When checking in current patients, verify email address accuracy
- When checking in new patients, obtain accurate email addresses from the start
- Consistently (daily or weekly) enter accurate information into your practice management software

*Ask us about logically effective ideas which will help achieve these specific goals.*

**FOR THE BETTER:** Set a goal to consistently reduce the number of contacts on your email distribution Bounce List of those which did not deliver.

- Review Bounce List on a monthly basis to identify typos or other corrections that need to be made
- Report positive progress to your front lines team members and learn from their important feedback

*Ask us about time-saving protocols which will help achieve these specific goals.*

**"Perfection is not attainable, but if we chase perfection we can catch excellence."**

– Vince Lombardi

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