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Managing Digital Presence

# Guide to Email Marketing for Surgeons

# Getting the Most Out of Email Marketing

As you may now know email marketing can help grow you and your private practice. Here at New Ghost Media we know that as a surgeon your time is precious which means you need to be getting the most out of your marketing as soon as possible. We can help you with this quick guide, or feel free to [reach out](#).

## **Tips and tricks to getting you started with Email Marketing**

- Gather all your clients' emails by using an excel or CSV document, as it's easier to import across most platforms. If you already have an email database, the next step would be to gather the emails of potential clients through market research.
- Once you have your list, check for outdated emails and spelling of names. No one likes to receive an email with their name spelt incorrectly.
- Choose the right email system for you. The best way to do this is to search online and see which one fits your needs. There are simple and free trials offered through mail chimp and hubspot as well as others. However, they are limited to how much information or, restricted to how many emails you may be able to send.
- Next, make sure that all elements of your email, including text, images, and links are well formatted, user-friendly, read well, and work properly for the receiver of the email. This will ensure your clients are happy to open and interact with the emails. Well thought out emails are not likely to be flagged by potential clients as junk mail. If your emails are flagged too often it would cause your emails ending in the client's spam mailbox, which will affect interaction rates.

- A compelling heading is likely to increase the chances of your email being opened. Write one that will resonate with your receiver.
- The content on any email needs to be meaningful to the client and sound human, because no one wants to feel they are talking to a robot. It should resonate with solutions to their pains and problems. They should be emails that want to be opened.
- You could split your clients up into different audiences depending on scenarios such as the services they may need and as above, or adding a different subject line and calls to action. This will allow you to understand which emails have a higher open rate and encourage further interaction.
- Always include a CTA (call to action), which is a statement that leads the client into doing something for example clicking on a link to your website or a means of contacting you on the phone.
- Have an email signature at the bottom of your email with the call to actions mentioned above.
- Research when the best time is for your audience to receive your marketing email. Sending out marketing emails at the right time can increase the open rate and your email being read. Consider how regularly you will be interacting via outbound email marketing - will it be once a month? Sending too many can be considered as spam.
- Analysing your open rate and other information will help determine how successful your campaign is and where you can do better. Don't be afraid if people unsubscribe, but do add a final link to the email asking why they have unsubscribed. Again, this can provide you with valuable information on how to resonate with your audience.

## Branding your Email

- Don't forget your logo, make it visible at the very beginning.
- If you have social media for your private practice, add these on your outbound emails. It is a good way for your prospects to follow you around on their chosen platform at their convenience. The plus side is, the more they see your content, both via email and on social platforms, the more they can resonate with your brand.
- Finally make sure your branding is consistent through all your marketing outlets. You want everything you do to be instantly recognisable as your brand and private practice. You want your clients to see an email from you and know exactly who it's from.

***TIP:*** Before you send any emails to your prospects, review your whole email, check for typo's and grammar and run a test or two to yourself to see how it will be received. Spending 5minutes running a test is better than sending a substandard email and getting no response, or tarnishing your brand.

# Managing Digital Presence

Now that you know the basics of email marketing, it is time to manage your digital presence. This means getting the best out of your online platforms to maximise your email marketing for surgeons.

Once you have chosen the best email marketing platforms for your private practice, it is time to get on the wagon and trial it with close family and friends. This will make it easier for you to find any pitfalls in your emailing tasks.

You should send emails regularly to your contacts to keep them updated and abreast of latest offers and information, such as blogs and industry news.

We hope you found this free guide helpful and relevant, please join us on:

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**Please note:** Information is continually changing and we will endeavour to keep this document updated. If you have questions, please do reach out.

If you do not have the time to run your own marketing, we can help at [New Media Ghost](#). We are not an agency, because we provide a bespoke service to each individual client. We work with businesses as their marketing team or, as an extension of their in-house marketing.

Oftentimes clients want to get on with what they are best at, and that's when we at New Media Ghost **manage digital presence** for our client. We work for clients in the [US, UK and Europe](#).

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