



How to Build Your Email List

24 Tips for Doctors

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The larger your list grows, the more you will benefit from the power of your custom eNewsletter, online surveys, and email marketing efforts.

Getting Started

When promoting sign up for your eNewsletter service always remember you must explain the benefits of signing for your eNewsletter service such as:

- ✓ Exclusive offers only for our eNewsletter subscribers
- ✓ Interesting and educational articles about your industry
- ✓ Special Contests only for our eNewsletter subscribers
- ✓ Quick and easy way to maintain communications with your doctor
- ✓ Contact information will not be shared with anyone

The following sections outline different areas to consider when building your email list.

Online Tips

Tip 1 Signup Forms On Your Website

Make signing up for your newsletter easy. Place a sign up button or text on the home page of your website and if possible provide the opportunity to sign up for your eNewsletter on every page of your website. Be sure to explain the benefits of signing up for the eNewsletter.

Tip 2 Paid Search

Use paid search to reach more patients. By advertising with search engines you can grow your potential patient base. Make sure to have a custom landing page that makes signing up for your eNewsletter quick and easy.

Tip 3 Use Email Alliances

Investigate alliances with similar or complementary businesses in which you promote your partner's program to your list, and vice versa.

Tip 4 Give Them A Reason

Offer relevant incentives to sign up for your eNewsletter such as an email-only discount for products or services, or links to white papers or reports.

Tip 5 Email Signatures

Have email signature lines for you and your employees with active links to an opt-in signup form that read something like this...

Dr. Smith

Contact Info

["Sign up for Exclusive Offers in our monthly eNewsletter"](#)

Offline / Office Tips

Tip 1 New Patient Registration Form

Modify your new patient registration form to make email address a standard piece of information you collect.

Tip 2 Always Ask For Email Addresses

Ask for email addresses from everyone who visits your business, on-site and at trade shows; instruct receptionists and customer support personnel to ask for email addresses whenever appropriate.

Tip 3 Send Them an Invitation

Send post cards to current clients encouraging them to subscribe to your eNewsletter – if you have postal contact information for patients, send them a post card with the opt-in signup offer and corresponding website address.

Tip 4 Public Engagements

Hand out sign up forms at public speaking engagements and seminars – promote your newsletter in presentations and handouts.

Tip 5 Utilize Your Business Cards

Print on the back of your business card how to sign up for your newsletter. Be sure to list a few benefits for doing so such as: get the latest health tips related to your profession, or receive special offers only available to newsletter recipients.

Tip 6 Receipts / Invoices

Have an opt-in box they can check on their credit card receipts, or invoices.

Tip 7 Recorded Messages

Add to the recorded message on your phone system a message like, “We’re sorry we missed you call. Please leave your name and number and we’ll be sure to return your call as soon as possible. For exclusive offers and interesting educational updates, be sure to visit our website and sign up for our eNewsletter.”

Tip 8 Reception Desk

Display opt-in forms at the cash register and/or reception desk. Train your staff on the importance of collecting email addresses to make sure they are consistently collecting them. You might want to have a monthly drawing for people who write their email address on the signup form, or provide their business card.

Tip 9 Printed Material

Publish the newsletter signup link and a short benefit statement in all printed material: on bags, flyers, store signs, customer-feedback forms, satisfaction surveys, or ads.

Tip 10 Answering Calls

Instruct anyone answering phones to always ask if the caller would like to register for the eNewsletter, and explain benefits (exclusive offers, great content, etc).

Tip 11 Cross-Promotion In Publications

Promote your newsletter in other publications such as industry journals or joint advertising efforts.

Tip 12 Offer Incentives To Forward Your Newsletter

Notify your current patient base of gifts for any referrals or forwarded eNewsletters that result in a newsletter signups. Examples might include: movie tickets for 2 new signups, or gift certificates for items such as smoothies or Starbucks for 1 new signup. Or you may choose to enter everyone who forwards the eNewsletter into a quarterly drawing for even bigger prizes.

Email Marketing Offers

Get more appointments, sell more products, and grow revenue using these effective techniques.

While monthly eNewsletters are very effective at retaining current patients, getting referrals, and reminding patients to make appointments, they are even more effective when combined with targeted offers. Use these best practices to really maximize the benefit of your WEO Media service.

Tip 1 Define A Schedule

Since your eNewsletter is already going out on a monthly basis, it is easy to define a monthly schedule of offers to incentivize people to take action. It is most effective to change the offers so it is not the same each month. For example, you may want to alternate offers as follows:

- Month 1 – (Referral) Offer free or discounted product or service for anyone who refers new patients.
- Month 2 – (Discount) Offer a direct discount for products or services such as “50% off Teeth Whitening for the month of XXX”.
- Month 3 – (Creative) See below for additional ideas.
- Rotate these types of offers back and forth. Be sure to alternate the featured products and services so it looks like a new offer each month.

Tip 2 Be Creative

Find a way to incent people to read the newsletter. For example, explain in your offer that you are running a contest for finding the misspelled word. Then misspell a word in the newsletter text on purpose and give a special discount or prize to the first 5 or 10 people who respond with the correct answer.

Tip 3 Run Contests

Run quarterly, semi-annual, or annual contests for whoever gives the most referrals. Have a big screen TV or something like that in your lobby with a sign that explains the TV goes to whoever refers the most new patients that year. (Note – you can set minimum referral amounts for large prizes).

Tip 4 Donate A Percentage Of Business Acquired From Referrals

In your offer, notify your patient base that you will donate some percentage (10-25%) of referred business to a charity or non-profit of their choosing.

Tip 5 Add Value Through Education

Every once in a while, use an offer which simply adds value to your patients through education. Include a link to an educational online article you think your patient base would find interesting and valuable.

Tip 6 Co-promotions

If you have businesses which are complimentary to your business or nearby in location such as a strip mall or office cluster, it can be effective to offer each other's client base special offers to gain exposure to them. For example, if you are a chiropractor office with a restaurant in the same parking lot, you may approach them and ask to offer a restaurant discount in your eNewsletter to your client base in exchange for some similar exposure to their customer base.

Tip 7 Promote Special Events

Use your offer to promote special events you're hosting. For example, an optometrist may have a "Trunk Show" to showcase new frames, and offer discounts on other frames. Or a chiropractor may have an open house for patients to invite friends and receive free 5 minute massages at the event. You may also choose to invite vendors to highlight new product offerings.

In general, effective email marketing requires generating interesting offers on a consistent basis. Your client base should get used to your practice offering specials through your eNewsletter, but the offers should vary enough that they never know what the next offer will be.

We hope you have found this guide to be useful and beneficial in obtaining maximum value from your WEO Media service.

Please let us know if we can be of any further assistance. Contact us at:

Email: info@weomedia.com

Toll-Free: (888) 788-4670

Guide By: The WEO Media team