

The Essential Guide to B2B Healthcare Email Marketing

Proven strategies to improve
click-throughs and conversions



INTRODUCTION

Email is here to stay.

Think about how your typical work day starts. Chances are, it involves a cup of coffee, scrolling through social media, and checking your email.

With the lines between work and life increasingly blurred and the pressure to be "on" all the time, it's no surprise that 78% of full-time employees read their email before they go to work.¹

Although there's been a lot of buzz in recent years about whether or not email is dead, the truth is that just like books, magazines, and radio, email will never go away, but it will evolve.

For B2B healthcare marketers, email presents a unique opportunity to reach, engage, and encourage their target audience to take action. Email is an effective channel to educate, build brand awareness, foster relationships, and drive sales. When you consider that email can generate a whopping 3,600% ROI, it's no wonder that more than half of marketers increased their email budgets over the past year.^{2,3}

Like any other channel, knowing your goals, developing a strategy, and staying consistent over the long term are important for email to be effective. Plus, targeted messaging, strong copywriting, a few best practices, and some creativity will help you stand out from the competition.

99% of email users check their email every day—OptinMonster



In this ebook, we'll explore what the latest research shows about email marketing, proven strategies to improve click-through rates and conversions, plus plenty of new ideas to help you launch your next campaign.

Segment Your Target Audiences.

When writing content or collateral, knowing your target audience is step #1—and email marketing is no exception. In fact, 78% of marketers say that subscriber segmentation is the most effective strategy for email marketing campaigns, according to Hubspot.⁴

By segmenting your list, you can target specific buyers with messaging that resonates with buyers and addresses their challenges, needs, and preferences. Segmentation can help improve open and click-through rates, generate more qualified leads, drive engagement, and ultimately, sales.

You can segment your email lists by job title and function, organization type and size, location, buyer persona, and customer lifecycle stages. Lists can also be segmented by behavior such as downloading an ebook or white paper, signing up for a webinar, or making a purchase.

Take the process one step further and segment users by those who regularly open and engage with your content. Send them exclusive promotions, behind-the-scenes content, and surveys to gather additional data.

**77% of B2B buyers prefer to be
contacted via email—Sopra**



Prioritize Personalization

Why do we love brands like Amazon, Netflix, and Starbucks? Because they make the buying experience personalized through new product recommendations and custom user experiences.

Personalization allows customers to feel that they're valued and their preferences matter, which fosters loyalty and drives sales.

While B2B healthcare brands have not traditionally personalized email marketing, much of that is changing as marketers recognize the importance of doing so. In fact, 78% of business buyers expect companies to adapt to their changing needs and preferences, a report from Salesforce found.⁵

As you start to develop personalized email marketing campaigns, here are a few ideas to consider:

- Capture and use names in the subject lines and body copy
- Send emails from someone at the company
- Send a welcome email to new subscribers that includes links to a few pieces of content, what to expect next, and the name of a leader they can contact with questions.
- Send relevant content, case studies, testimonials, and other resources
- Suggest product/solution recommendations based on user behavior
- Send a follow-up email after purchases
- Use custom copy, images, and CTAs according to buyer persona
- Respond to social media interactions with personalized, follow-up emails

77% of B2B sales and marketing professionals believe personalization builds better customer relationships—Folloze

Craft Catchy Subject Lines

B2B healthcare marketing doesn't have to be business-all-the-time. Boring subject lines are more likely to be overlooked, deleted, or land in spam.

Compelling subject lines are the way to boost open and click-through rates and nudge buyers to the next step. In fact, more than one-third of people say they open emails because of catchy subject lines.⁶

The key, however, is to balance clear and concise with clickable and creative.

Here are some ideas, including subject lines we've written for clients:

- Play into pain points: Reduce Your MSK Spend by X%
- Leverage FOMO (fear of missing out): urgent, last chance, today only, exclusive offer
- Ask questions: Will I see you there?
- Tap into your audience's curiosity: 70% of members reveal the secret to loyalty
- Use song lyrics: "Hello, can you hear me?" (Adele)
- Add emojis: 🗺️ Finally—a roadmap to improve your language access plan



Keep Emails Short and Sweet

One of the biggest mistakes B2B healthcare companies make with email is too much copy. Your buyers are busy and they don't have time to read through several paragraphs. Rather, tell them what they need to know in as few words as possible.

When writing emails, aim for 50 to 125 words, which typically results in response rates of over 50%.⁷

Use short sentences, break up large paragraphs, and use bullet points to make the content scannable.

Also, remember you're writing for humans so avoid jargon and complex words, use plain language, and write in a conversational tone.



87% of B2B marketers say email is one of their top free organic distribution channels—Content Marketing Institute

Leverage Automation

Seventy-one percent of B2B marketers use automation for email marketing—and for good reason.⁸ Automation is necessary to engage, nurture, and convert leads. It can also help you delight current customers, cross-sell, upsell, and encourage buyers to refer new business.

Plus, since most B2B healthcare marketing teams are lean and time-strapped, automation allows emails to be sent quickly and easily.

When a new subscriber signs up for your list, your workflow can send a welcome email with an introduction to the company, relevant content such as articles, ebooks, and tools, what to expect in subsequent emails, and a CTA to attend an event, for example. Similarly, a drip campaign can nurture leads with blog posts, ebooks, videos, case studies, and finally, book a demo or schedule a meeting.



Include Interactive Content

Emails with interactive elements are an effective way to capture attention, engage with subscribers, and create an experience within their inbox rather than sending them to a landing page.

In fact, interactive content is linked to a 94% higher increase in content views and more than 52% higher engagement than static content.⁹

Interactive emails can include:

- Surveys
- Quizzes
- Polls
- Countdown timers
- GIFs or video
- Image carousel
- Demos
- Schedule a demo
- Event announcements and RSVPs



Optimize Email For Mobile

Let's face it: most of us are on our phones too much. On average, people spend 3 hours and 15 minutes a day on tasks like sending texts, checking social media, and email.¹⁰

Yet emails that aren't optimized for mobile make for a frustrating user experience and likely end up in the trash. When you're developing email campaigns, therefore, here are some best practices:

- Use a responsive email design or template
- Opt for simple layouts
- Aim for subject lines with 9 words or less
- Include preview copy
- Optimize images
- Include plenty of white space
- Ensure the body copy is scannable
- Add images
- Use clear, click-friendly CTAs



**55% of emails are opened on
mobile devices—HubSpot**

Always A/B Test Your Email Campaigns



Knowing how to boost open and click-through rates and improve conversions can take time to refine. Yet running A/B tests can help give you valuable insights into what works and what doesn't.

A/B testing involves sending one variation of an email to one subset of your list and a different variation to another, and comparing the results to determine which worked best.

Some of the variables you can consider testing include:

- Subject lines
- Sender name
- Content
- Body copy
- Length
- Videos and images
- Design and layout
- Personalization
- Send times
- CTAs

CONCLUSION

Email is here to stay and should be part of every B2B healthcare omnichannel approach. Email also has a distinct advantage over other channels. Not only is it an owned property, but there is a ton of opportunity to learn about your target audience, gather data, test and refine new messaging, and try new ideas that will help your company grow and scale.

About Revelant Writing

Revelant Writing is the trusted partner leading healthcare companies turn to when they need a B2B copywriter and content writer who understands the complicated, competitive industry and their unique businesses. We work with a wide array of healthcare sectors including payers, health at home, employee benefits, specialty pharmacy, revenue cycle management (RCM), Remote Patient Monitoring (RPM), MedTech, healthcare engagement, digital therapeutics, value-based care solutions, and digital health media. To learn more, visit [RevelantWriting.com](https://www.RevelantWriting.com).

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2. Litmus <https://www.litmus.com/blog/infographic-the-roi-of-email-marketing?ic=external>
3. Insider Intelligence <https://www.insiderintelligence.com/content/us-marketers-increase-email-marketing-budgets-they-seek-ways-increase-engagement>
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