



Rural Health Care

Marketing & Education Consultancy

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Producing an Effective Healthcare E-Newsletter

Tips to putting it all together for success

An **email newsletter, or E-newsletter**, is a useful tool and should be part of internal and external marketing plan. This kind of communication may not be appropriate in some situations, but for many, there are strong benefits, including:

- **E-newsletter is an extension of your website.** Think of the E-newsletter as a digital means to reach out to potential or existing patients and the practice and even link them back to the information on your website. Both the e-newsletter and the website are more effective when they work together. Tie in areas of your marketing for effective results.
- **E-newsletters are quicker and cost effective than a printed newsletter.** There is no printing-folding-stuffing-mailing cost with an E-newsletter and that's typically a big savings in time and dollars and other resources. It is not "FREE" however, good planning and preparation will still require advance planning, staff time and creativity but in a more cost effect savings.
- **E-newsletters are dynamic and flexible.** We suggest including links for the reader, provide useful attachments and generally use the e-newsletter as a window to online and internet tools to benefit the reader and in the end it will benefit you.
- **E-newsletters reinforce your branding message, awareness and word-of-mouth.** In addition to the specific contents, an e-newsletter is a reminder of you central brand message, sustaining audience awareness and inspiring referrals. It is also a step toward being a recognized authority.

So how do you put it together? Here are tips for creating an effective health care E-newsletter for patients and friends. Let's roll-up our sleeves.

1. **Make a commitment to time, resources and regularity.** Preparing and sending an appealing e-newsletter isn't free or easy but the task becomes manageable and productive when you dedicate time. We've seen more than one good intention disappear in the activity of a busy office. But when it is part of your marketing plan see it as an investment for your facility.
2. **Once a month.** Have a realistic schedule for sending an appealing message once a month, which is a common standard as it is usually not practical for most healthcare practices on a weekly bases. Set an editorial schedule to "publish" your e-newsletter at least monthly and find talent within your office to assist in the process.
3. **Plan your content first.** Establish a primary topic and one or two secondary topics for each monthly edition. This means you'll need interesting and timely topics to be your lead items. (These may change in the course of time but start with a full line-up in mind.)
4. **Plan your layout.** Unless you have special graphic skills, look for a template from your email service provider or webmaster or Trizzio may be of assistance in creating specifically designed templates to tie in with your current brand. Stay consistent with the look and feel and the color pallet. Keep it simple and easy but an effective marketing tool. Note: graphic elements add a visual connection and are a must.
5. **Focus on benefits to the reader.** What's interesting to you may not be of benefit to the reader or your patients. Think of each e-newsletter as a means to present something that can be useful to the recipient.

6. **Keep it concise.** Three or four brief articles are more likely to be read than one or two long articles. With an e-newsletter, you have the ability to embed a link to "more information." Brief but interesting allows for a quicker and easier reading of what's most important, plus more info is immediately available via the link say maybe to your site.
7. **Compelling.** If your e-newsletter has compelling content, a useful offer or a timely benefit, readers will spread the word for you. Include messages such as: *"Please tell a friend. Feel free to forward this e-newsletter and the information to someone you know." Etc.*
8. **Tell and sell.** E-newsletter content requires balance. Include at least one item that's educational, informative or instructional. Choose a topic that tells the reader something new and useful. Also include at least one item that supports a marketing objective such as an offer that highlights a featured service or benefit your facility offers. Most important (Make it interesting!)

Internet Marketing

Your e-newsletter, of course, will be just one segment of your Internal and overall Marketing Plan. If you need help about using Web-based marketing for your rural health care facility, or for more about how we may help with your strategic planning, give us a call today

Do it right the first time. When it's done right and well, the personal and professional gains are satisfying and the value of a recognized authority will gain the respect of the community, patients and staff and is an effective marketing plan that is rewarding.

Trizzie understands that successful characteristics are developed over time and are an important part of any business. Let Trizzie assist you in evaluating and implementing the right strategies for your current and future success.

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