

Email Marketing Tips for the Hearing Healthcare Professional

Why Email Marketing?

Looking for an easy, fast, and affordable way to connect with your audience? Check out email marketing! Email marketing is an excellent and efficient way to connect with audiences in a space where many people spend much time: their email inboxes. With its benefits of timely communication, wide reach at an affordable price, and ability to test and track content, email marketing is an easy way to spread brand awareness and let the community know that when they visit a board-certified hearing healthcare professional, they will receive excellent care.

Email Marketing Benefits

Timely Communication to a Wide Audience

Email has been around for decades. But do not be mistaken – it's not an antiquated or irrelevant tactic by any means. By 2024, it's estimated that the global number of email users will be 4.8 billion¹. While that certainly does not mean you have a potential 4.8 billion customers at your fingertips, that does mean that you can connect with many current and potential customers, quickly. And with email in front of so many of us on our computers, tablets or smartphones, accessibility has never been easier.

When planned effectively, you can share important and meaningful messages, content and special offers to your clients and community without being bound to the extended timelines that come with direct mail or other tactics. Messages can be sent immediately, precisely when your customers need it.

Test and Track Targeted Content

Email marketing allows you to know your audience better. Most providers offer basic tracking of audience behaviors and preferences by way of delivery, click, open, bounce, unsubscribe, and forwarding rates. You can assess what is and is not working in real time, allowing you to develop benchmarks and metrics of success for you and your business.

Tracking can go even further. As a more robust picture of your audience is developed, email marketing also gives you the option to customize content informed by your metrics. That means you can test *how often* you send emails, *to whom* these emails are sent to, and *what information* is worth sharing. Your audience will be in varying stages of interest and engagement; targeted messaging means you can share what matters most. It also helps avoid list fatigue and promotes stronger attention span – but more on that later.

In addition to content, subject lines, time, dates, and pre-heads are other elements that can be tracked and tested. And a note: you can never test and track too much! Customers are influenced by a myriad of factors and you want to stay on top of how to best connect with your audience. Information is power!

Automation and funnels

As your email marketing gets more sophisticated and you have more concrete ideas about the actions your audience takes and when, consider implementing email automation. Email automation is the ability to send action or time-triggered emails with pertinent information. This is particularly useful as you consider the purchasing journey a client may be on for hearing aids and how you can nurture them through the decision-making process. Email automation puts segments of people into different funnels (or paths) and allows them to have a unique experience and interaction with you, the Board Certificant, and your business every step of the way. Plus, it removes some of the legwork and helps ensure that you are covering all opportunities to generate leads and potential sales.

[Here's a handy guide to learn more about email automation.](#)

Affordability

When marketing your board certification, you always want to be aware of the cost and ROI. Email marketing is cost-effective digital marketing tactic that can not only be implemented easily but can yield a high ROI, even when on a limited budget. Compared to other methods – print advertisements, TV commercials, postcards, and so on – email marketing can shake out to pennies per email. It is also easy to maintain over time, increasing your margin of return.

As you assess what's right for you, also decide who is going to do the work. Is it you? Team members? Email marketing is a great tool but sometimes the internal bandwidth does not exist. If that is the case, you can always hire outside help through a marketing agency. Though an investment is required up front, it can free you and your team up to creatively strategize, also leading to big ROIs.

<https://www.lyfemarketing.com/blog/why-email-marketing/#top-reasons4>

Tips for Successful Email Marketing

Build an Email List

Start building a list today. In fact, you likely you have much of this information already captured from existing clients! Also consider adding a [lead generation form](#) on your website. If a potential client visits your site and is interested in what you have to offer as a board-certified professional, a lead generation form can be the fast way to turn a warm lead into a client.

Other options to build your list are classic sign-up sheets; [creating informative landing pages](#); and utilizing your [social media platforms](#).

Regardless of how you capture those emails, it is imperative you disclose how you plan to use them. Email lists are opt-in only and if you use an address without permission, it is a fast way to get yourself blocked or flagged as spam. Transparency wins. If you live in the European Union, make sure you stay on top of GDPR rules, too – that's a set of data privacy and security laws organizations around the world must review when handling personal data. [Check out this overview to understand how it may apply to you.](#)

Create a Calendar

Plan ahead with an email marketing calendar. A calendar keeps you organized, timely and prepared to share the messages that matter most. As a busy professional who already has a full-time job of serving clients, this helps create a manageable system for preparing and deploying messages.

There are a variety of ways to organize your calendar, so find what's right for you. A few examples to review or download include: [Google Sheets](#), [HubSpot](#), and [JotForm](#).

Don't Fatigue Your List

In email marketing, less is more. With the average person receiving a staggering 121 business emails a day², it's easy to become noise, not news. When planning, assess the email's value to the recipient. Customers expect highly targeted messages that give them what they want when they want. Emailing too much too often leads to [list fatigue](#) and is a fast way to be marked as spam or lead to unsubscribes. In fact, the #1 reason people unsubscribe from emails is because they are emailed too often³. Respect their inbox and use your metrics and behavioral data gathered to continuously assess your frequency. Your customers will appreciate it.

Personalize

Not only does this mean using demographic data for personalization (such as names, location), it also means your content. This speaks to your testing/tracking. Give customers the information they want when they want it. The more personalized your approach is across the board, the more engagement you'll have.

Keep it Simple

The average person today has an attention span of 8 seconds. That is less than a goldfish, which is 9 seconds! Information and content are everywhere we look and the window of time to get your message across and compel someone to act is shrinking. So, keep your message simple. Identify the main call to action (CTA) – that is what you want your audience to do – and stick to it. The copy and imagery should be direct and speak to that CTA. Too many prompts can dilute your message, engagement, and metrics, and lead to confusion. Your CTA – “come see me as a board-certified professional!” or otherwise – should be crystal clear in every email you send.

Additional Tips and Resources

[Writing Powerful Headlines](#)

[Analyze Your Headlines Easily](#)

[Examples of Impactful CTAs](#)

[Examples of Email List Best Practices](#)

[How to Write Copy for Emails](#)

Royalty-free graphics, photos, illustrations: [Pixabay](#), [Pexels](#), and [Unsplash](#)

Additional imagery with subscriptions or fees: [Shutterstock](#), [Big Stock](#), and [Getty Images](#)

Email Marketing Platforms to Investigate

Ready to take the plunge? Below are platforms that offer a variety of options for the new and developing email marketer. The list is not exhaustive, so feel free to do additional research and find what works best for you and your business. Keep in mind your goals, budget, and the support you may or may not have to create/deploy/track emails.

[Constant Contact](#)

[ConvertKit](#)

[Drip](#)

[HigherLogic](#)

[Mailchimp](#)

[Salesforce](#)

Conclusion

These tips are a starting point. Email marketing can be simple with a variety of plug-and-play options, or it can evolve into a complex marketing engine as you begin to dissect and understand your audience. No matter what, when used thoughtfully, it can be an effective tool for promoting your board certification and services. Start small, get comfortable, learn from metrics, and continue to seek information and find a rhythm that works for you! There is always much more to learn. Enjoy, and good luck!

¹Statista: <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/>

²Campaign Monitor: <https://www.campaignmonitor.com/blog/email-marketing/2019/05/shocking-truth-about-how-many-emails-sent/>

³Technology Advice: <https://technologyadvice.com/blog/marketing/marketing-email-preferences-2015/>