



Guide to creating successful email marketing for pharmacists



Healthcare industry is growing rapidly. Email marketing to pharmacists has become a highly efficient means for healthcare organizations to reach out to pharmacists. The holy grail of creating a successful marketing campaign for them is a fresh [pharmacist email list](#).

Although this is not an exhaustive guide, the document encloses simple and effective tips to make your way into pharmacists' inbox.

Why consider email marketing?

While you might have created updates, news, special offers or product information to share with your existing customers, bundle these information into a simple newsletter and share it with your entire pharmacist email list. Emailing your news and updates with some personalization and tailored messages to specific groups is the easiest way to spread your word. Email offers opportunity to drive more visitors to your website and enables sharing your message among peers. This not only increases your reach but may even bring in new customers.

Undoubtedly, email is the most popular channel and generates measurable results (generates higher response than any traditional direct marketing). Here are 5 quick steps into creating a successful [email marketing](#) campaign for pharmacists.

Build your list:

The first step to achieving big with email marketing is to build a pharmacists email list that is hygiene. The key to success here is to build a list of prospects that have opted in to receive your emails. To start building a list, embed multiple forms on your website; promote specific pages on your site that encourages your visitors to fill the form. Offer e-resources and prompt users to sign up for your newsletter across your online channels.

With Lake B2B's [pharmacist email database](#), data on more than 49,000 specialists there's a lot you can do to gain the attention of pharmacists across countries! Our comprehensive, fool proof databases are the most powerful marketing tools to support your b2b campaigns to pharmacists who would be keen on forming long-term business alliances with your brand.

Plan your campaign:

Consider your email marketing campaign as a relationship development program with your prospects and customers. To enhance this relationship, offer value to those who are reading your emails, be it an offer or useful information to your recipients. A small check list as below can support a better campaign planning.

- Have a definite objective set for each of your campaigns
- Plan an email series. Chalk out a work flow for your email campaigns with specific communication goal within each email
- Cross-check the user journey of your email campaign. Make sure the offers or downloads embedded in the email are working fine
- If you can segment your large database onto specific groups, create tailored messages to them rather than sending a generic campaign.

Building the campaign:

Now that you have a plan on table, bringing together different blocks to build the campaign is easier. Some of these trivial aspects matter the most in developing an effective email, pay attention!

- Create an email that is a combination of images and text; never develop an email that is entirely an image. Some of the email-clients do not support the automatic download of images and lets your effort go in vain.

Quick tip: Make sure that your email is not heavy with graphics, a maximum of 50kb recommended to give a quick glimpse of your message.

- Include clear-cut call-to-action. Remember, the ultimate goal of your email is to drive more users to click on these links.
- Carry authentic sender name and email address to win the trust of the recipient.
- As a law, include unsubscribe link and also physical address of your company.

Launching:

Over a period of time, you would have collated insights about the best times for sending your emails. Use this insight to trigger the email at specific time of the day. Even before the email takes off, make sure that you will be able to gauge the result – open rate, clicks, forward and unsubscribes are invaluable for marketers.

Learnings and Insights:

Once the campaign is launched, it doesn't end there. In fact, there is as much more to do as there was before the launch. Read the analytics of the campaign result. And make sure each campaign is better than the last. Watch out for unique and repeat clicks, form submissions, unsubscribes and more detailed insights into time of open. Ensure that these insights are implemented to deliver a better campaign next.

Lake B2B offers a **360° marketing platform** for healthcare marketers. . This self-service login enables marketers to search 10 Million Healthcare Database, create email templates on the fly and launch email and nurturing campaigns with a click. This Platform also allows 3rd party marketers to upload their own prospecting databases and launch real time campaigns.

Emails bring you closer to the prospect's mindset and that is exactly what Lake B2B does. Contact us at 800-710-5516 or write to info@lakeb2b.com to get the maximum from **Email Marketing**.

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