

DIGITAL STRATEGIES

TOP TIPS FOR GETTING CLICKS

It is well recognized that email is an essential tool in any Healthcare Marketer's toolbox. It is the channel that uniquely provides immediacy, measurability, responsiveness, and ROI!

Links to additional information offer a significant opportunity to engage HCPs and, depending on your communications objective, click-through rates represent an important metric.

10 strategies to ensure your email message delivers optimal click-through rates

- 1 Keep your message as single-minded and "scannable" as possible, with the focus on the click-through offer
- 2 Feature the link early in the message and include it multiple times throughout
- 3 Offer an incentive for clicking through – i.e. samples, tools, savings
- 4 Ensure that the live click area (the area that the users will click on) is sufficiently large for mobile viewing
- 5 Use colourful button graphics rather than a link identified by an underline
- 6 Test different subject lines, messages, and graphics prior to full deployment to determine the most effective combination
- 7 Carefully target your audience; be sure that your messaging resonates and is informative and relevant
- 8 Segment your audience; personalize your messaging to speak directly to them
- 9 Ensure you have a strong subject line that compels viewers to open your message
- 10 Have a clear and direct call to action that drives your viewers to click

It's important to remember that while click-through rates are a valuable email metric, their significance varies substantially depending on the goal of your messaging. If your objective is to build awareness or inform your audience of new clinical data that is showcased in the message, this objective is fulfilled in the absence of a "click".