

Penetrate The Healthcare Product Market With Potent SMS Promotions By-Demographic



Across the board, personalized offers and discounts through text messaging see higher open-rates, conversions, and returns on investment. Add to this, the fact that adults prefer to receive urgent updates through SMS, and personalized messages start to make customers feel closer to the brand and help resonate with it.

Even more, an increased likely hood to read text messages by 5 folds or more, means personalized promotions for your lineup of healthcare product and service offerings will find more viewership through smartphone audience.

Pushing Healthcare Products Through Text

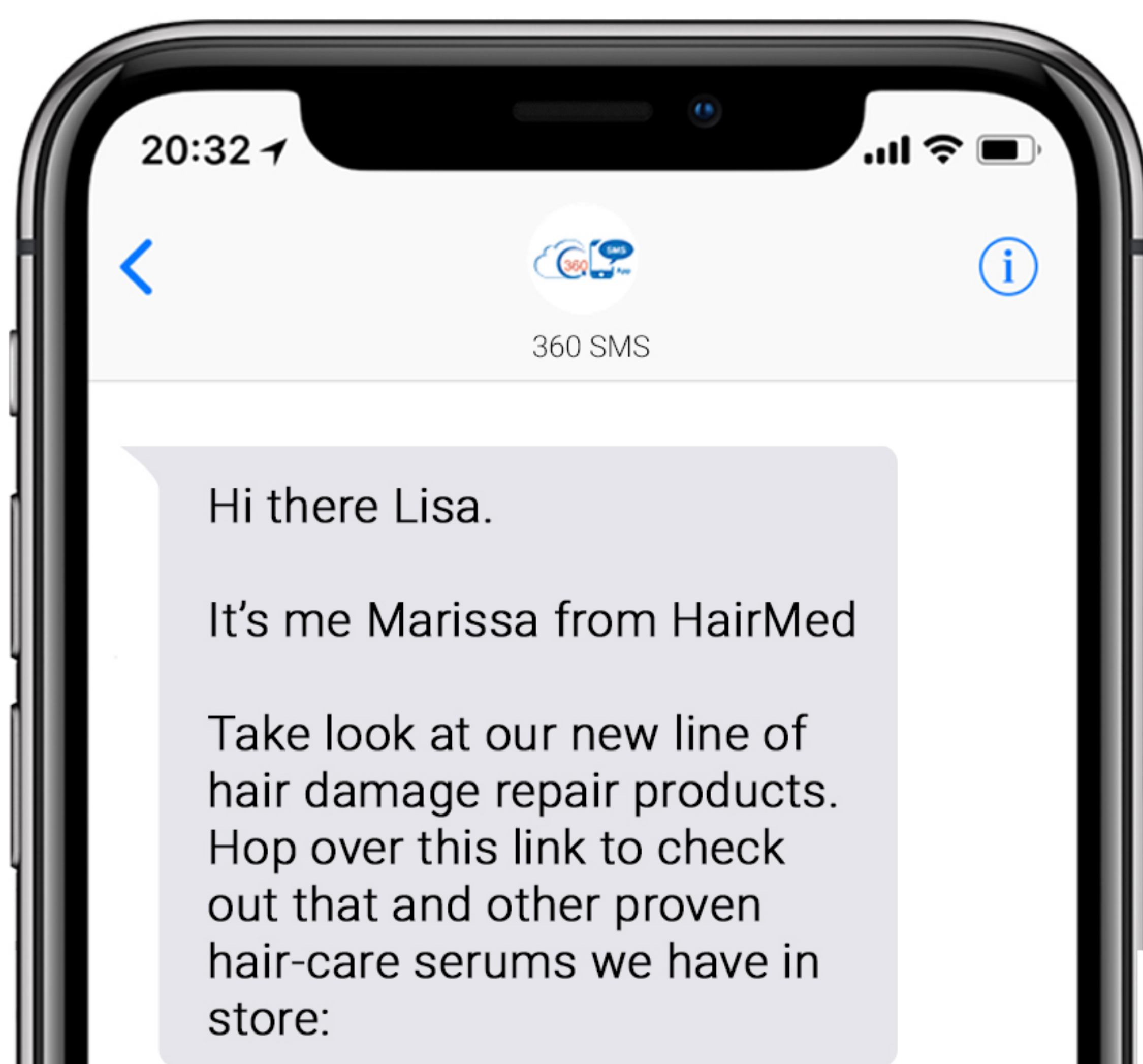
Riding on high open rates, broadcasted text promotions help any franchise/operational size, even SMBs, penetrate consumer segments effectively.

Promote Fresh Arrivals And Product Lines For Potential Patrons With SMS Campaigns

With Campaigns, medical and pharmacological enterprises can propel new product lines into the limelight with text advertisements by putting segmented demographic data to good use. Start by curating rich conversation sequences with multimedia targeted at the segment of interest. You could then use these to slide-in featured products into conversation threads.

Quite like an email drip campaign, promotional texts follow some of the same general principles. Your establishment can send out automated feelers to customers to elicit a response, preferably a promotional key-word. The notifications triggered and sent to your sales teams upon receiving the short-code, let them spring into action, and reply promptly to all incoming messages to capture interest.

Another proven method to get prospects to sign up is to offer inexpensive medical checkups in a desirable locale and run campaigns around it.

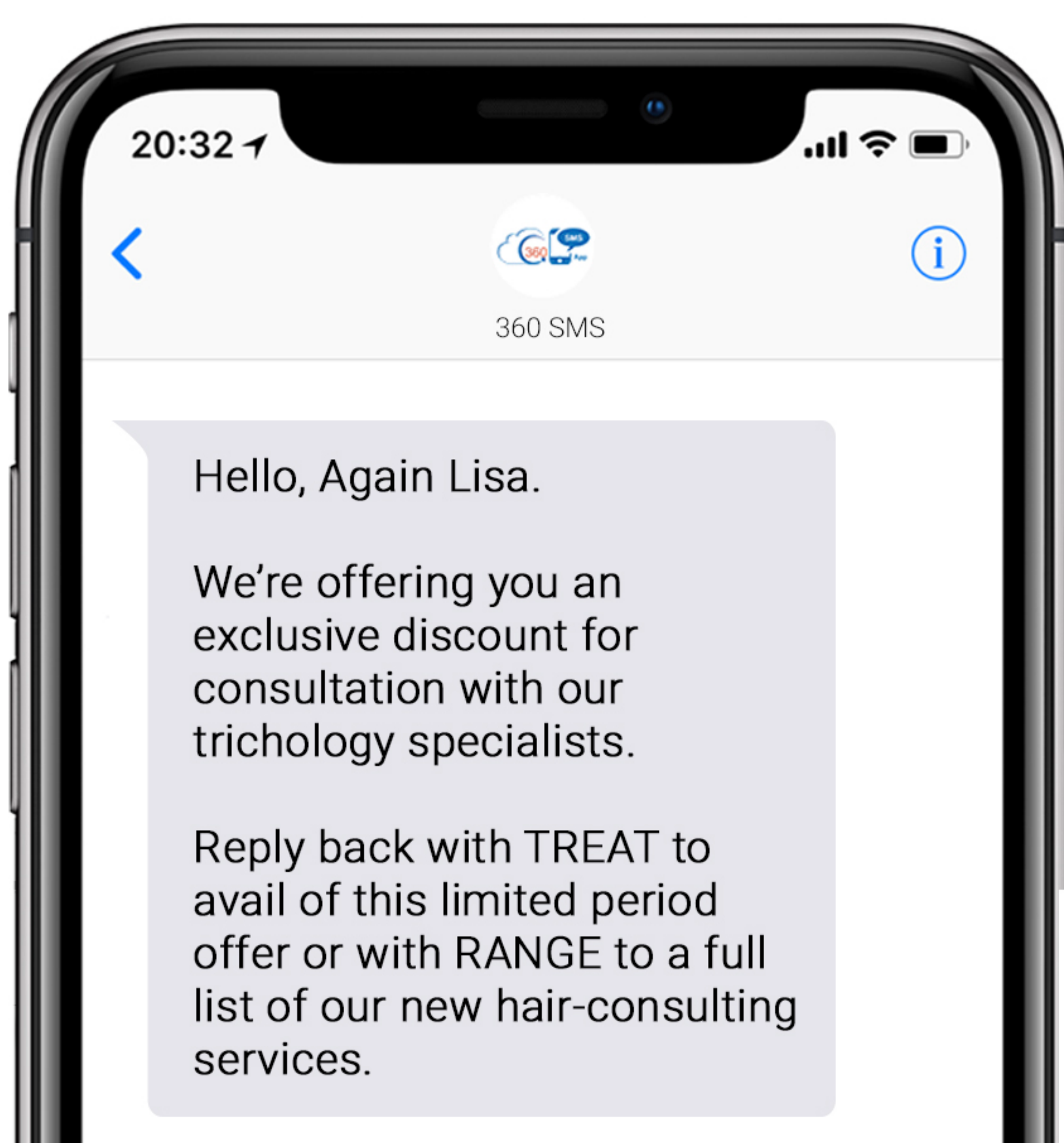


Initial promotions with web links are shared with recipient lists in a CRM to gauge interest through link tracking.

Grab Eyeballs With Alerts and Links For New Healthcare Service Rollouts

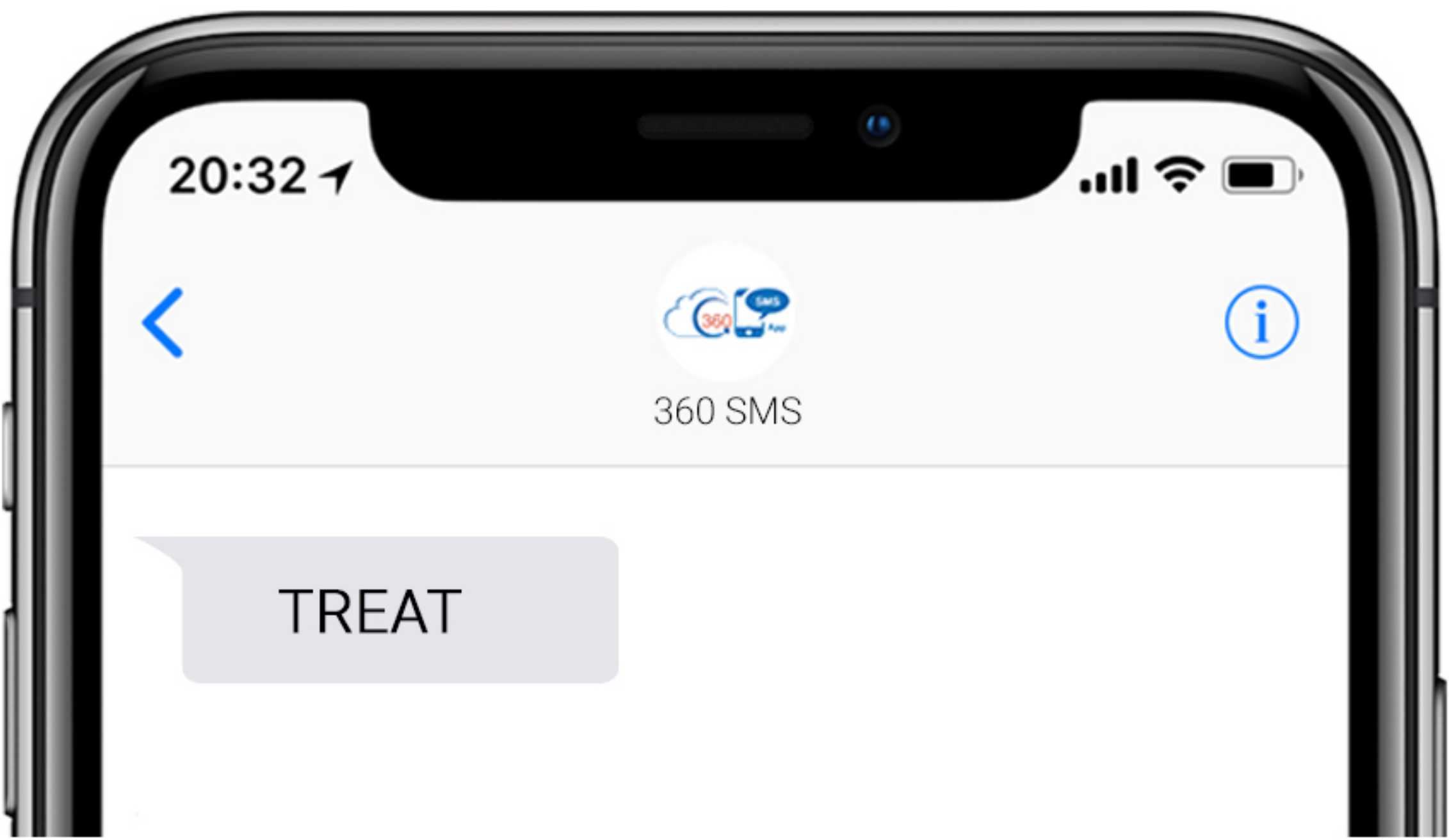
For all the design effort put into emails, they're going to inboxes no one looks at. This is where the five-fold jump in response rate for texting really comes into play

Also, the routine for SMS campaigns isn't too far apart from the one for Announcements. You can send out links to pre-book discounted opening services and also schedule countdown reminders. A greater smartphone inbox presence also means you're the most convenient to reach out to for related healthcare services.



Conversational messages to promote a new service rollout are sent to a chosen segment of prospects.

The moment the client responds with a designated keyword, the sales team is alerted of the area of interest.



Make It Easier For Product Users To Restock

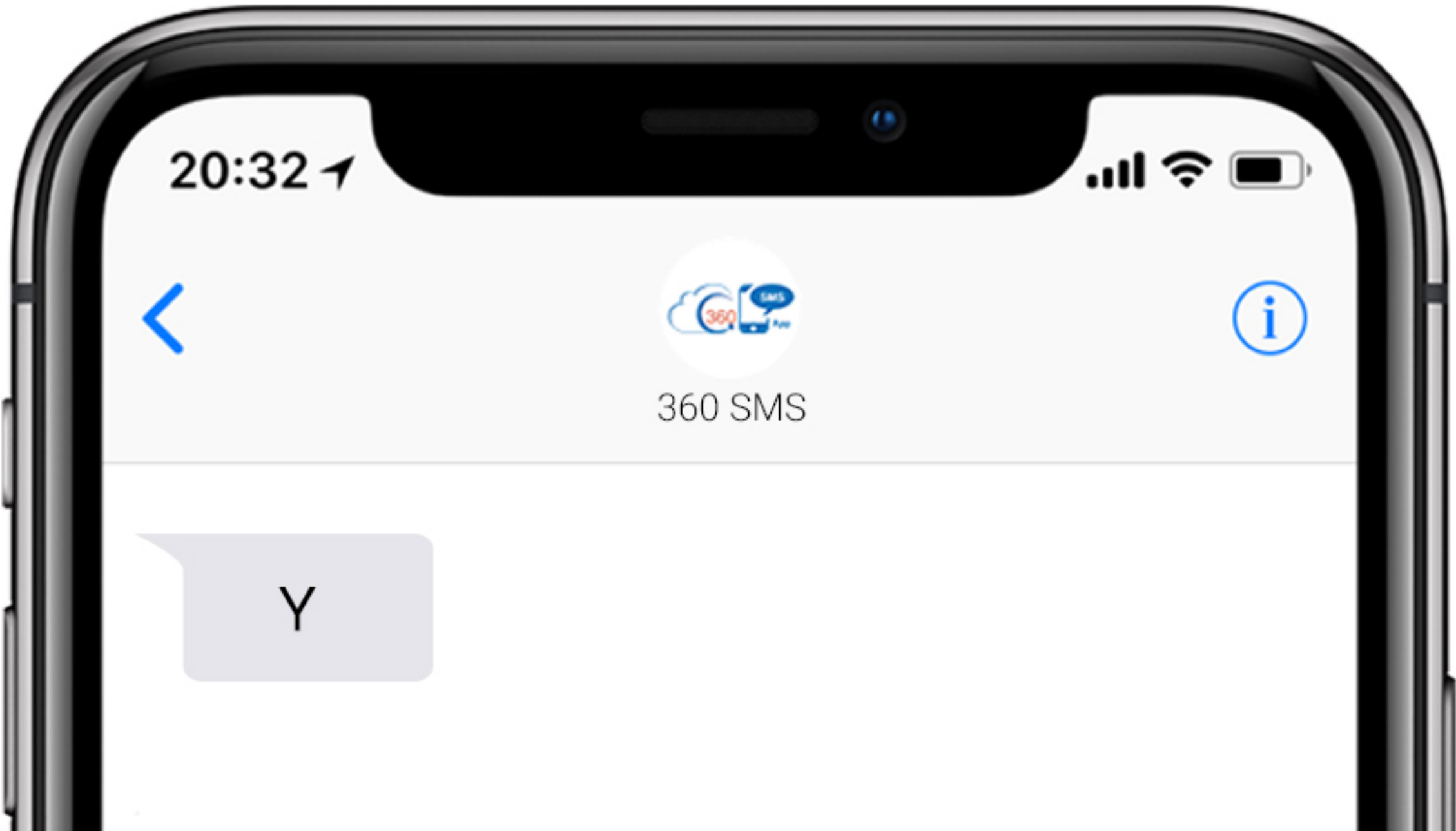
Use client purchase lists to segment and automate alerts and reminders to customers before typical restocking and recommended health check-up periods.

Initiating new conversation threads like this helps your customers make repeat purchases quicker, months after they’ve cleared their inbox of any earlier promotions. It also doubles up to retain customers and project an active interest to cover medical as well as treatment lapses by getting clients to restock on prescriptions as one of our customers did for its medicated serums. Vendors for essentials like contact lenses could also build brand recall with similar reminders.



Reminders to restock prescription pharmaceutical supplies can be synced to prescription durations on your CRM records.

The convenience of being reminded automatically, not having to search for an older message thread, and restocking with a single letter response makes patients come to rely on you.



To Summarize

Conversant SMS promotions make prospective healthcare & wellness clients feel closer to your brand. All important personalizations and reliable reminders inspire confidence and exhibit an active interest in client well-being, suggesting that they're taken care of.

Feel free to reach out to us at sales@360degreeapps.com to find out how segmented texting automation and conversation sequences help personify your healthcare brand more intimately.

Transformative Response Starts Here

Bringing the 360 SMS App's exceptional capabilities on-board is easily the best decision you can make to drive patient convenience, rapid responses, patient confidence, and perhaps most importantly, conversational texting that your patients find easier to respond to.