

# Keith Smiley B2B Copywriting

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**Client:** A Medical Marketing Agency

**Project:** Blog Post

**Objective:** Tips on using email to market a medical practice

## Portfolio

### Marketing Your Medical Practice with A Newsletter

Sending out a monthly newsletter is an excellent way to market your medical practice. It helps you stay connected to your patients every month.

Email newsletters are an effective way of maintaining patient loyalty according to [the Email Usability report](#) published by Nielsen Norman Group. Patients love receiving newsletters from their medical providers according to the study.

#### How to Create A Compelling Newsletter

The first thing you need is to decide how your newsletter is going to look. You want it to be consistent. So, the layout has to be recognizable to your list each month. That means that you need to develop how the words will look on the page, the font you're going to use, and any graphics, sections or links you might display.

Next, you need to collect email addresses from all your patients. When they come to your office to fill out forms, have space for them to provide their email address. Make sure that you have a disclaimer on the form, letting them know that you'd like to send emails to them from time to time.

You should also have a form on your website for visitors to fill out to subscribe to your newsletter also.

#### Content is King

The most important part of your newsletter is your content. What you write about each month should be something of value to your patients. You should provide tips that will help your readers trust you for their medical needs. How long your articles are is up to you. You can write a few short articles each month or one long article.

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If you write long articles be sure to break them up into several short paragraphs. This makes it easier to read. Headers and bullet points help break up paragraphs as well.

## **Ask Your Readers to Share**

At the end of each newsletter ask your readers to forward your newsletter to friends who may find your content useful.

If you want more information on how a newsletter can help grow your practice or any other ways to market your services contact us today.