Case Study

Pharmacy Email Campaign

(Driving Engagement and Sales)

The Challenge

A pharmaceutical client wanted to connect with its healthcare audience through email, but wasn't sure of the best way to coordinate and leverage the platform to increase brand interaction and customer conversions.

The pharmaceutical marketing industry is highly competitive, and connecting with busy healthcare providers in a meaningful way can be a significant challenge. HCPs are often difficult to reach, and with so many other pharmaceutical brands vying for their attention, messaging can easily be drowned out.

To address this, the client enlisted PDQ Communications to launch an email campaign designed to boost engagement and sales.

The Solution

While communicating with your audience via email can be a highly effective marketing tool, only by identifying the best HCPs for your products and services, producing useful and relevant content, and delivering these elements in the most impactful and convenient way, can you improve your overall brand engagement and increase sales conversions.

The client worked with us to deploy the email campaign, which was sent to 201,449 pharmacists, and followed up with an echo to non-responders. Resending the initial email to those who haven't opened the message after several business days has been proven to increase open rates and dramatically boost ROI.

The Results

After analyzing their key performance indicators and tracking the results of their numerous campaigns, the client observed a 50-percent increase in traffic to its website, and recognized its highest month of gross sales shortly after our email deployment.

This success, along with the resulting increase in website engagement and brand awareness, was a direct result of our email campaign. After further analysis, we launched another email campaign—and reached an even wider audience.

The Main Takeaway

PDQ's client's success is attributed directly to our highly targeted emailing efforts, proving the significant impact a well-orchestrated campaign can have on your overall strategy.

We utilize our experience, expertise, and extensive list of qualified healthcare professionals, to help our clients reach the right audience with meaningful and relevant content, attracting and engaging prospective customers, where they can learn all about your brand, interact more with your products and services, and ultimately, convert them into customers and evangelists.

Contact PDQ Communications today to achieve pharmaceutical marketing success.