Your Content Strategy Deserves Better Email Marketing

Email tips for healthcare marketers who want more than opens and clicks

Email should be part of your content ecosystem, not an afterthought.

Let's be honest. Most email marketing advice wasn't built for your world. You're juggling campaigns, supporting service lines, reporting ROI, and still trying to get your newsletter out the door.

This isn't a how-to guide for writing better emails. It's a smarter way to think about how email fits into your content strategy. What to focus on. What to skip. And how to make your emails work harder without working overtime.

1. Email is content. Treat it like its own channel.

Don't write emails just to promote blog posts. Email is a stand-alone format that delivers value even if no one clicks a link. That means every email needs a defined audience, a clear message, and a useful takeaway.

Do this:

- Give each email one goal, one takeaway, and one call to action
- Plan email content alongside your campaigns, not after them
- Include links if helpful, but write as if no one will click

Read more: How to Boost Patient Engagement Through Hospital Email Marketing

A great email strategy can get you:

- **53%:** Unique open rate
- **24%:** Click-through rate
- **0%:** Unsubscribe rate

See how UCLA Health did it in this case study.

2. Choose quality over quantity.

List size is not a success metric. A smaller, engaged list always outperforms a large, unengaged one. Poor list hygiene leads to deliverability issues, spam placement, and skewed metrics.

Do this:

- Run quarterly reengagement campaigns
- Remove inactive subscribers after 90 days
- Set expectations in welcome emails so people know what they're getting

Read more: 9 Ways to Boost Your Healthcare Email Open Rate

3. Subject lines and preview text matter more than you think.

The subject line and preview text are your first (and sometimes only) chance to get someone's attention. Make them specific, honest, and helpful. Avoid tricks or generic phrasing, or you'll lose trust faster than you gain opens.

Do this:

- Keep subject lines under 50 characters
- Use sentence case, not title case
- Preview text should add value, not repeat the subject
- Test one variable at a time to learn what works

Read more: Healthcare Email Subject Lines: Best Practices and Examples

4. Consistency wins. Plan, test, and adjust.

Email works best when it's part of a larger, repeatable system. Define what kinds of emails you send, how often, and to whom. Then, analyze what's working and why.

Do this:

- Choose 2 to 3 core email types and build simple templates around them
- Set a regular send cadence that your team can maintain
- Review performance monthly and adjust based on audience behavior

Read more: How to Build a Sustainable Content Strategy

Closing tips

- **ROI isn't always direct.** Email is part of your surround sound marketing strategy. Show up often and provide value to stay top-of-mind.
- **Personalization doesn't have to be a name.** Use other information (like age, life stage, and job title) to grab your reader's attention.
- **Send your email from a human,** not donotreply@yourhospital.com. People want to hear from people.

Watch for more: Email Marketing With Jay Schwedelson