

# Reach More Prospects with Personal Health Product Promotions

Conversational text messaging makes it simple for you to reach out to your clients and patients with personalized promotional offers for products, discounted services and more.

Even better, your clients and patients are more likely to read text messages than any other form of promotion, by a factor of six or more.

That means you can offer personalized promotions, conveniently delivered to their smart phone. Which makes your clients feel appreciated and special.

A number of our SMS-Magic messaging customers use conversational messaging to send updates and promotions to their clients.

Here are some examples.

## Use Text Messaging to Promote Healthcare Products

Whether you're a franchised drug store or a small family-owned health market, you can powerfully promote your products and services using text messaging.

**Promote new healthcare products.** Let's say you have a new line of dermatology products designed just for women over 50 years old. Here's how you can promote them using conversational text messaging.

*Please note: In the conversations below, green represents an automated conversation, yellow represents a 1:1 conversation.*

First, segment your client list to include women over the age of 50. Store this list in your CRM.

Next, create the conversational messages you want to send to these women. You can send straight text, or include an image and/or video in an MMS message.

SENT



Hi <firstname>. It's Angel @ HEALTHSHOP. We have an amazing new skin care line, proven to reduce wrinkles. Check out this video.

You can send as many messages in the automated flow as you want. At any point that your client replies with a keyword or specific request to your messages, SMS-Magic will alert your sales team for a rapid response.

SENT

We are offering a Free Trial for the next 14 days. Reply #TRIAL to get your coupon, then come see us for your trial.

RECEIVED

#TRIAL

SENT

Hi <firstname>. Here's your coupon code for a Free Trial. Just share it with our skin specialist. Coupon Code #ANGELFREE14. Reply #HELP with questions.

## Promote New Health Services

Getting your clients' attention to announce new services isn't always easy. Sure, you can put up signs in your office. And your emails don't get much of a response. That's where messaging comes in. Messages get 6X the responses of emails, so your clients will get your announcements.

Just as with product promotions, automating new service announcements is easy. You follow the same steps. All you have to do is change the message content. If we take the message flow above, and tune it for a new services offering, here's how it looks.

SENT



Hi <firstname>. It's Angel @ Healthshop. We are thrilled to announce that Kim Cowen is offering myofascial release at our Main St location.

SENT

Kim is scheduling now for your first session at a 25% discount for our current clients. To schedule, just click this link. <insert calendar link>

When someone clicks the link to schedule, Kim's schedule is updated and the following series of scheduling and reminder messages is automatically sent to the client.

Promoting your healthcare related products and services has never been easier, or more effective at driving more revenue for your business.

## Automatic Re-orders

You can send automated reminders to your clients for reorders or for annual scheduled events. For example, a compounding pharmacy sends refill reminders to their clients who order 3 month supplies of their pharmaceutical compounds.

Conversational messaging reminders make it easier for your clients to remember to re-order important healthcare products. You remind them, and that makes them come back to you for more services.

SENT

Hi <firstname>. Confirming your appointment with me <insert day and time> @Healthshop Main St. Reply #HELP with any questions. Kim

SENT

Hi <firstname>. Just confirming your appointment tomorrow at <insert time> @Healthshop Main St. Reply #CHANGE to reschedule. Kim

SENT

Hi <firstname>. It's Adam @ Compound Ctr. Your scrip #432675 (T3) is due in 3 weeks. Would you like us to refill and send to you? Reply YES or NO. Thanks.

RECEIVED

YES

SENT

Hi <firstname>. We'll get right on it. Your scrip #432675 (T3) will be refilled and shipped within 1 week. Questions, reply #HELP Thanks. Adam

SENT

Hi <firstname>. It's Adam @ Compound Ctr. Your scrip #432675 shipped today. Tracking # 143654321. Reply #HELP if you need anything else.

## SUMMARY

Promoting healthcare products and services with conversational text messaging from SMS-Magic makes your clients feel appreciated and special. It also makes it easier for you to create a stronger relationship with each and every client, thanks to a personalized conversation promoting offers just for them.

To learn more about how you can apply conversational text messaging to your healthcare business, [contact us](#) for a free business opportunity review, custom demo or free trial.