



AT A GLANCE

The Texas Medical Association, the nation's largest and one of the oldest and most powerful state medical societies, speaks out for more than 51,000 physician and medical student members across the state in our commitment to improve the health of all Texans. In partnership with our 112 county medical societies, we have been helping Texas physicians set high professional and ethical standards since 1853.

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KEY STAT

313% increase in sales

TMA's Automated Campaigns Result in 313% Increase in Sales

The Texas Medical Association faced a challenge with their Continuing Medical Education (CME) course series: sales of their educational resources dropped.

Generating non-dues revenue is always a challenge, and online educational resources, like webinars, video series, or course materials, can be a dependable revenue stream source. But TMA noticed sales were flat and trending downward, based on its outdated and infrequent email communications. The adoption of marketing automation coupled with new campaign templates had a dramatic effect on both TMA's sales and how they approached member communications.

“Marketing automation allows us to personalize emails and give subscribers what they want.”

- Trevor Delling, Marketing Specialist, TMA

Newsletter Redesign for Improved Outreach on Education and Online Courses

In an effort to enhance communication with members and non-members interested in online courses, TMA created automated campaigns. The campaigns analyzed click and purchase behavior in order to send (or not send) a relevant follow-up email. Subscribers received information on courses they were interested in.

TMA's continuing medical education email, *CME Spotlight*, used to be sent once a month. This newsletter always featured six courses and any additional content around a topic, like practice health or communicating with patients. Now it's an automated process. Instead of one email, the first communication gives members time to interact with the message, then uses decision steps to determine what courses they click on and if they complete a purchase. The campaign pings TMA's database a few days after the first email sends to update information and indicate if a member should receive a second email.

TMA re-designed the look and process of *CME Spotlight*. Data showed 60 percent of *CME Spotlight* emails were being opened on a mobile device. *CME Spotlight* email templates were upgraded to mobile-friendly versions. The new design made it easier for members to interact with the email, and ultimately lead to an increase in click rates.

The new mobile-friendly, highly targeted emails reversed the downward trend of CME course consumption. In fact, email engagement and sales numbers dramatically increased, ultimately resulting in a 313 percent increase in sales from the newsletter.



“The new template changed behaviors significantly, and from there it's just a matter of keeping them engaged after the fact, which is what automation has really helped with.”

- TMA Marketing and Communications Team

Opportunity to Improve Member Recruitment

Adding to the success of their *CME Spotlight* campaign, TMA used the platform's reports to identify an opportunity to grow membership. TMA discovered that non-members purchasing CME courses never received a specialized solicitation to join as a member. People were buying but not hearing from TMA again, because they were not part of the membership communications. TMA plans to build out a non-member campaign strategy for this new target audience.

HIGHER LOGIC

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