

Five Best Practices for Personalization in Digital Marketing

As the landscape of post-acute care marketing changes, relationship-driven decisions will no longer cut it. But adding a digital component to your toolkit can be challenging. Check out Salesloft and Trella Health's top tips for taking a more personal approach to your digital outreach methods.

1

GO TO A STEP PAST TOKENS

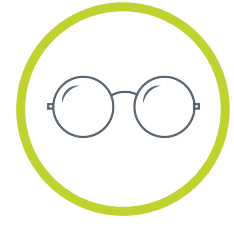
At this point in digital marketing, it's pretty easy to include a first name or job title. Take the tokens up a notch and add personalized messaging relating to your audience and their role to improve your reply rates.



2

KEEP IT SHORT AND SWEET

The digital landscape is crowded! You need to get to the point - quickly. Both subject lines and body copy should be as short and clear as possible. Keep subject lines 1-4 words long and email copy between 50-100 words.



3

DON'T GO BLACK AND BLUE

Add links with care - having an unbalanced amount of links (blue text) to pertinent email copy (black text) feels marketing-heavy and less personal. To avoid confusion (and avoid triggering spam filters), keep it to a single call-to-action or resource link.



4

THINK ABOUT THE VISUALS

Pictures are worth a thousand words - so consider adding some visual interest! Personalized screenshots and metrics not only back up what you're saying but also simplify complex ideas. For example, if your goal is to take market share from a competitor, show your referral target an apples-to-apples comparison of both agencies' performance metrics such as total patient cost. Let the data speak for itself!



5

AVOID THE DREADED SPAM FOLDER

Optimize your emails for deliverability. Short, clear file names (with no special characters) and an 80-20 ratio of text to imagery are two ways you can stay out of the spam folder!



Personalization helps establish a connection with your audience and makes your message feel more relevant. Adding personalized digital outreach to your marketing toolkit can help you scale your efforts in a more intentional and productive way.

PROVING THE POWER OF PERSONALIZATION



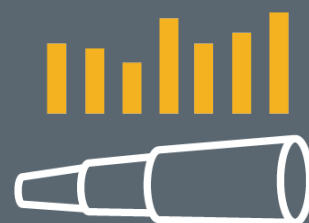
Personalized emails see **130% MORE POSITIVE REPLIES**



Emails with **<50 WORDS GET 2X MORE REPLIES**



You only need to personalize **20% OF YOUR EMAIL** TYPICALLY 1 SENTENCE!



47% of email recipients decide to open your email based on **THE SUBJECT LINE**

Want more?

For more tips, tricks, and post-acute care digital marketing best practices, [check out the recording of our webinar with Salesloft.](#)

About Trella Health

Trella Health is the leading provider of actionable insights for healthcare networks, ACOs, DCEs, and the post-acute care market. We believe that to achieve smarter growth in today's value-based care economy, who you choose to work with is everything—whether it's your referral sources or your network partners. As one of only a few companies in the country deemed an Innovator under the Centers for Medicare & Medicaid Services' Virtual Research Data Center Program, Trella has access to 100% of Medicare Part A and Part B claims and Medicare Advantage data. We analyze and standardize billions of data points from across the continuum of care, and provide the insights our customers need to identify, engage, and manage the best partnerships for their business.