



Mobile Marketing Creative Uses for Health

Your results are in!

Send a message to your customers to let them know when their results are ready.

Benefit: *Easy. Discreet. Convenient. Personal.*

Don't forget about your appointment!

Send out Appointment Reminders to customers so they know exactly what date and time they are supposed to come in.

Benefit: *Increase your show rate. (Customers who use appointment reminders see over a 70% decrease in no shows.)*

Periodic Reminders!

Send out reminders to your customers when its flu shot season or for any other annual health shot or exam they should receive.

Benefit: *Increase sales during slow times.*

Mobile Coupons

Send out Mobile Coupons to your customers (example: \$10 dollars off your next visit.)

Benefit: *Simplify customer capture for future engagement.*

Quick Response Codes (QRC)

Put them on items you hand out to customers that send them to a webpage with more information about their shots or tests.

Benefit: *Conveniently educate your customer.*

Did you know?

Send out random health facts.

Example: The human brain uses approximately as much energy as a 10 watt light bulb.

Benefit: *Conveniently educate your customer.*

How was your recent visit?

Text customers and ask them to respond about their recent visit.

Benefit: *Personalized communication and feedback.*

What time do you open?

Have customers text in a keyword and receive your office hours.

Benefit: *Easy, convenient communication.*