

Case Study:

2449% Increase in Opens,
2042% Increase in Clicks,
and a 542% Increase in Sales
Qualified Leads from
Email Marketing



HubSpot

SOLUTIONS PARTNER PROGRAM

Situation & Background:

Orsini Specialty Pharmacy is a nationwide specialty pharmacy focused on providing exceptional patient care. They focus on disease programs that require a high-touch patient experience. Orsini Specialty Pharmacy was previously very sales-oriented and focused more on traditional marketing programs. They were new to digital marketing with no active email program. Orsini did have a database that included healthcare providers, manufacturers, and payors as their target audience. Their audience needed to hear from Orsini more frequently to stay top-of-mind as a leading national specialty pharmacy. Strategically using email marketing would help them earn trust while building website traffic, new and re-engaged leads, and customer conversion.

Objectives & Goals:

Before working with Prism Global Marketing Solutions, Orsini did not have an active email program, regular content promoted by email, or a tool to monitor email performance. The primary objectives of this email program were to:

- ❏ **Build Thought Leadership** with Prospects
- ❏ **Stay Top-of-Mind** with Customers
- ❏ **Generate Re-Engaged Sales Qualified Leads** for the Sales Team
- ❏ **Build Interest in Downloadable Content** with their Prospects
- ❏ **Send Prospects High-Quality Content** to Bring Them Through the Buyer's Journey

We first analyzed their buyer personas to determine what types of content would be helpful for their audience. This included reviewing existing content assets and determining what new assets needed to be created. We developed an email content plan that included the development of content for their blog, downloadable content such as whitepapers and guides, and more informative brand content for middle and bottom of the funnel sales-ready contacts.

Strategy, Tactics & Results (Data compares 2021 to 2020 metrics):

Their email marketing program in 2021 consisted of a monthly lead re-engagement email for a downloadable piece of content, new drug launches (when applicable), and blog notification emails to subscribers every 2 - 3 weeks based on when content is distributed.

Developed New Email Strategy: We implemented the following as it relates to each email as part of this new approach to email marketing:

- ❏ **Email Marketing Templates:** We kept this simple to focus on the primary content asset and secondary action, which is more sales-focused.
- ❏ **Optimized Content & Calls-to-Action:** Each email needed to be concise to grab the reader's attention, with a call-to-action (button) and text that told the individual what was expected next. This includes “downloading” the asset, “requesting” a meeting, etc.
- ❏ **Tested “From Names”:** We tested emails from “Orsini Specialty Pharmacy.” Then we tested the emails coming from the sales individual responsible for that business unit. The open rate was **4.5% higher** from an individual, so we moved forward with that strategy for future emails.
- ❏ **Conducted A/B Tests of Subject Lines:** For this audience, since there wasn't data on subject lines, we needed to perform A/B tests to see what performed best. We tested brackets, emojis, using the first name, and length. We found that subject lines with less than 70 characters and an emoji performed best.

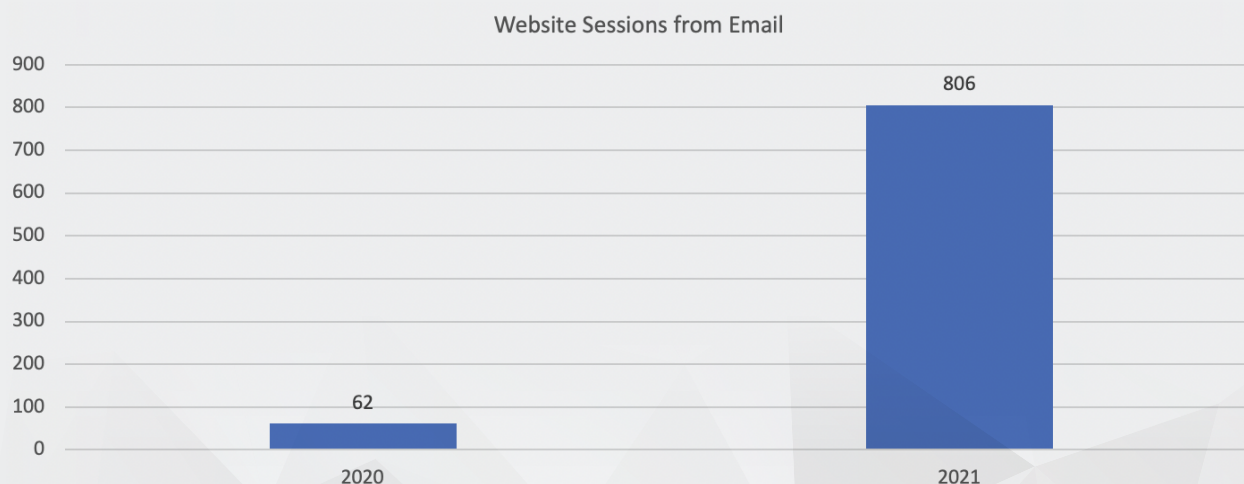
Increased Email Marketing Opens & Email Clicks: With a much more strategic and tactical approach to email marketing, Orsini Saw the following results:

- 📁 **1,941% increase in emails sent**
- 📁 **2,449% increase in email opens**
- 📁 **2,042% increase in email clicks**
- 📁 **1400% increase in website pop-up form submissions from email**

Increased Website Sessions & New and Reconverted Contacts from Email:

Because of a focus on calls-to-action for specific personas, we saw the content resonate much better with their audience. This resulted in:

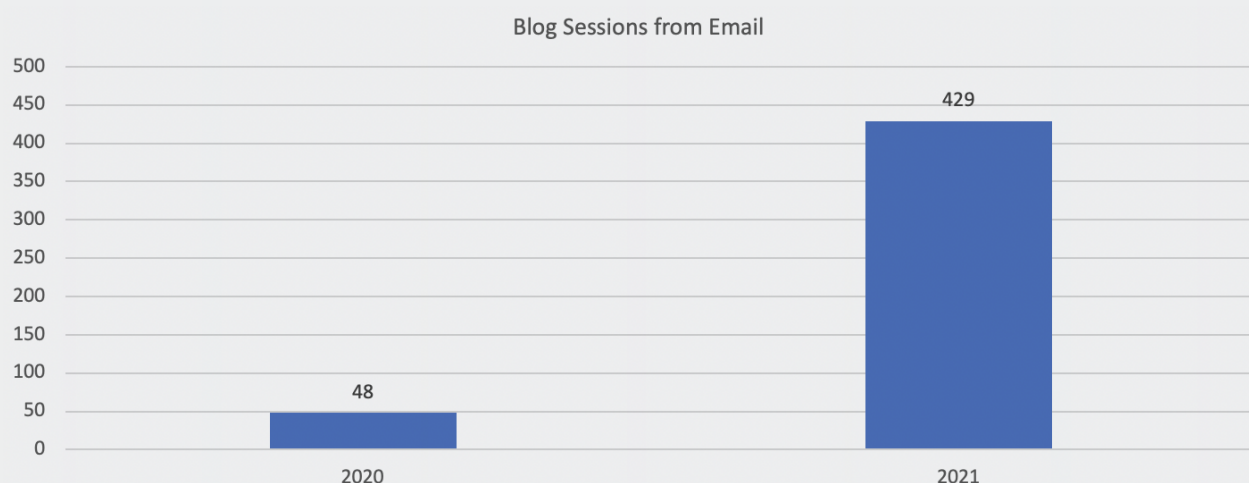
- 📁 **1,200% increase in website sessions from email**
- 📁 **1,000% increase in new contacts from email**
- 📁 **465% increase in re-converted contacts from email** (contacts who were in the database before receiving an email, but re-engaged by email to connect with sales)



Improved Blog Engagement from Email Marketing: To ensure subscribers were aware of new blogs, we implemented blog notification emails that send to subscribers daily, weekly, or monthly. This is based on how frequently the subscriber selects to receive these emails. In addition, we implemented quarterly blog round-up emails for everyone else in the database so they could see the latest blog articles. This resulted in:

📌 **794% increase in blog sessions from email**

📌 **200% increase in new blog subscribers from email**



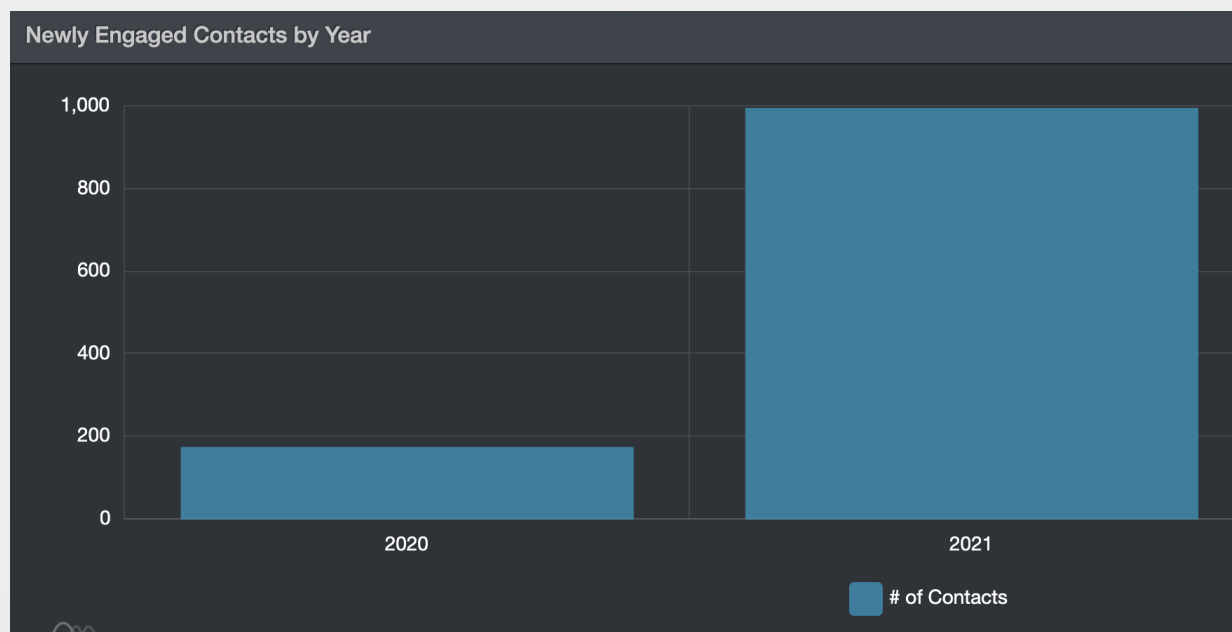
Increased Sales Qualified Leads: Orsini's email program aims to connect a prospect with sales. To do this, someone can reply to an email or fill out a form to connect with a rep. Orsini saw a **520% increase in contacts** from email marketing that requested to connect with sales.

Increased Email Deliverability: One of the most important but underutilized metrics tracked is deliverability. If emails aren't delivered, they don't serve the purpose of the email program. To start, we used a system called NeverBounce to cleanse the database. This ensured the contacts in their automation platform were all valid. During this timeframe, Orsini saw a:

- 📌 2.09% increase in email deliverability
- 📌 4.3% decrease in hard bounces
- 📌 .24% decrease in unsubscribes

Use of AI in Email Marketing:

In addition to using HubSpot as their marketing automation platform, we leveraged Seventh Sense, an integrated send-time optimization artificial intelligence tool, for email marketing. This tool optimizes emails to be sent on the day of the week and the time of day that a contact is most likely to engage based on their activity in HubSpot. This ensured recipients would receive the email when they were most likely to engage with it. Aside from an increase in email opens and clicks, implementing AI in email marketing was a **472% increase in newly engaged contacts**. This metric tracks re-engagement of contacts who had not opened or clicked an email in the prior six months.



Impact:

- 📌 2,449% increase in email opens
- 📌 2,042% in email clicks
- 📌 1,200% increase in website sessions from email
- 📌 520% increase in sales qualified contacts
- 📌 794% increase in blog views from email

Notes from Our Client:

“The team at Prism Global Marketing Solutions is an excellent partner. They helped me migrate a website, enhance our current site and develop a digital marketing plan that has helped our organization build awareness and drive demand. They are experts at digital marketing strategy and execution. Our monthly reviews of analytics has helped inform our digital marketing plan. Responsiveness and turnaround time are outstanding!”

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