E-Newsletter

2017 Winner: American Academy of PAs

Entry Title: AAPA PA Central Member and Nonmember E-Newsletters

Project Overview/Elevator Pitch:
The American Academy of PAs (AAPA) has a history of sending multiple emails from multiple departments to our entire database. Our overuse of email was leading to lower open rates and click through rates and general email fatigue from our various audiences. In an effort to reengage our audiences by reducing the number of emails, focusing our efforts and minimizing unsubscribes, the PA-Central e-newsletter was created.

The goals for the member and nonmember PA-Centrals were to highlight important communications and promotions to PAs from the organization – reinforcing member value and ensuring awareness of all the strong offerings and advocacy work AAPA was providing. The schedule – twice per month for members and once every other month to nonmembers – allowed AAPA to monitor time, date, day of week, friendly from and branding from a trustworthy source, and more importantly prioritize content to our audiences.

We also limited the number of stories per issue, which served to push the organization to further prioritize messaging. This allowed the reader to quickly pull content relevant to them, rather than AAPA pushing out massive messaging. With this new model, the organization added value and ensured minimal time investment.

Along with this new channel, the Marketing department developed a Master Email Calendar Process to streamline emails sent from AAPA. This Master Calendar provided association guidelines that limited member emails to no more than two per week unless the audience size was less than 500, and nonmember emails to once a month.

Project Goals/Objectives:
The overall goal of the PA-Central e-newsletter channel was to increase engagement and awareness through the creation of a channel that was comprehensive, easy to read, up to date/timely, and would serve to elevate knowledge of products, services, initiatives and benefits AAPA provides. Additional goals were to decrease the total number of emails sent to members and nonmembers; decrease the total number of unsubscribes to all emails; create a pull, not a push environment; analyze marketing possibilities around behaviors with tracking and real-time analytics; create opportunities for opting back in to AAPA communications and provide each recipient with relevant and pertinent AAPA promos and healthcare content. Moreover, this strategy would ultimately lead to higher nonmember and member engagement with AAPA and higher renewals and contribute to new membership joins.

Objectives, while broad, were to maintain our existing delivery, open and click through rates and to exceed industry standards for e-newsletters. Also to ensure constituents

could easily find relevant and helpful information and resources through the PA-Central channel, instead of navigating email noise.

Strategy:
More than 70% of our PA audience opens emails on their mobile devices, therefore our design team created a responsive design e-newsletter template with a maximum of six news stories with dynamic content flexibility, including special editions for Continuing Medical Education, National PA Week and AAPA Conference. The layout is clean and easy to read with alternating images with text and text only blocks. Copy blocks contain an average of 40 words. Calls-to-action are clear and concise.

Our marketing account executives inform and manage the content direction and promotional performance through ongoing analysis and reporting.

Success Metrics:
In 2016, 1,551,254 Member and Nonmember PA-Central emails were sent with a delivery rate of 96%, with a 36.4% open rate and a 10.2% click through rate. Our PA-Central efforts have generated 33,433 sessions to aapa.org and is our 6th highest source of traffic to our site. AAPA can directly attribute 314 membership joins/renews to these PA-Central emails. When AAPA launched PA-Central Member and Nonmember emails, the delivery rate was 84.8%, with a 27.2% open rate and a 9.3% click through rate. With the increases in all of these metrics since launch, we know that our goals are being met and our audience is finding value in the content we provide them.

Of note, the average PA-Central open rate is higher than our average standalone email open rate, indicating to our internal clients that this format is much more strategic, efficient and effective than the previous email strategy.

Learn More:
Member e-newsletter
Nonmember e-newsletter

Association website
www.aapa.org