

MARKETING TOOLBOX TALK



TAKE A NEW LOOK AT **FOOT & ANKLE SURGEONS**

Each issue of *ACFAS Update* answers a question about how to best market your practice and generate referrals from other healthcare providers. This issue's featured Q&A explains what to include in your direct email campaigns.

Q: What kind of content should I include in my direct email campaign?

A: You want to be sure the information you share in your direct email campaign is valuable and demonstrates your expertise. *The Take a New Look* direct email campaign, which is targeted to both patients and physicians, includes referral stories and information about foot and ankle conditions.

For your own emails, you may want to highlight:

- Any innovative procedures you have recently performed
- Details about the latest CME credit you have received
- Seasonal foot and ankle issues relevant to your area

Above all, make your direct email campaign your own and emphasize what makes you and your practice unique.

For more practice marketing tools, visit acfas.org/marketing.

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