

Best Triggered Email or Autoresponder Series
Silver B2C
Vanderbilt LASIK -- Welcome Trigger

Brand/Client Side Team:
K. Shea Putnam

Vendors/Agencies:
Paramore|Redd Online Marketing

MarketingSherpa Summary – Why They Won:

The goal of this campaign was to schedule patients for a free, no-obligation LASIK eye-surgery screening. To do that, the team used a search ad that brought users to a landing page where they could sign up for email alerts or request a phone call to schedule a consultation. The, visitors received a different welcome email depending on what action they had taken:

- Visitors who had requested a phone call received a Thank You email that offered them the chance to call immediately to schedule a consultation, and also offered patient testimonials.
- Visitors who had not request a phone call received an email that focused immediately on customer testimonials, then included a direct call-to-action: “Are you ready to learn more about how you can enjoy the same freedom?”

Sorry, the judges promised this winner we would keep their results private. However, we have seen the data, and metrics for opens, clickthroughs and conversions were impressive.

From Their Nomination Form:

This campaign is special because the email message was very tailored. The copy had minute yet impactful differences in copy and call to action to accommodate for the fact that one audience was further into the sales process. The email tone took an emotional versus clinical tone. The theme of the email was the freedom that LASIK provides.

FREEDOM IS IN SIGHT

Congratulations! Now that you've signed up to learn more about Vanderbilt LASIK, you're one step closer to enjoying a life free from contacts, glasses and all the hassles that go with them.

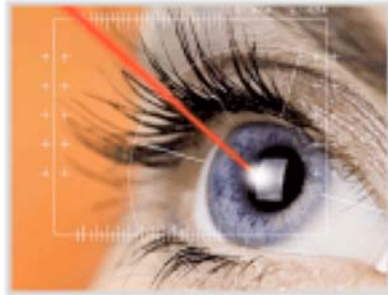
<%% if (%%Request Call%% = "yes") %%>

We appreciate your interest and will be calling you within one business day. In the meantime, perhaps you'd like to hear from people who are already enjoying the benefits of LASIK.

<%% else if (%%Request Call%% = "no") if (%%Request Call%% = "") %%>

We appreciate your interest and can't wait to share more about how this advanced, blade-free procedure can change your life. But first, who better to tell you about the benefits than someone who's already enjoying them?

<%% endelse if %%> <%% endif %%>



LASIK TRULY GIVES YOU FREEDOM



[Click Here to Read Other Success Stories](#)

"I've been in glasses and contacts since 7th grade, but after a few hours at Vanderbilt Eye Institute, I have perfect vision. The procedure was very quick and simple. Thanks to the doctors and staff at Vanderbilt, I can play golf without the hassle of contacts or glasses. Every time I wake up in the morning able to see my clock without putting on my glasses or go straight to bed at night without the bother of taking out my contacts, I know I made a great decision."

- Britton Burton, Nashville, TN [Read More](#)



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"Being a regular Country Music Marathon runner, I have been especially excited about the results. One of the main problems with my previous sight has been solved! I used to have a question in my head whether to wear contacts or glasses when running. On race day I will not have to decide on contacts, versus glasses, versus not seeing at all! I will be able to see the sea of 30,000 runners run up Broadway without a problem."

- Heidi Dennis, Antioch, TN [Read More](#)