



Use Conversational Text Messaging for Wellness Tips



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You want to help your healthcare clients feel great. Messaging them relevant tips and information helps you create stronger relationships, so they're more likely to read and respond to your outreach.

With SMS-Magic's advanced and automated text messaging solutions, you can create different sets of tips for different client types. Automated personalization frees up time, so you can get back to nurturing your existing clients and seeking new ones.

Read on to see how it works.

Text Messaging for General Wellness Tips

Perhaps most of your clients are generally healthy and mostly interested in maintenance through diet, exercise, and proper supplements. Below are examples of wellness tips you might regularly send to this audience.

Whenever Kim finds a new article or video she wants to share, she can simply create a bulk, automated message and add it to the conversation. It will be sent based on a schedule she's set up. New clients start by receiving the first message in the series, while current clients get regularly scheduled updates.

Hi Anna. It's Kim HEALTHSHOP. I thought you'd like this article on how to stretch your neck and back when doing computer work (URL). Enjoy!

Did you know that alkaline water improves your hydration and can fight illness? Check out this article (URL). Enjoy!



This video shares some really innovative ways to include stretching movements in your daily life. I especially like #2. Enjoy!

Text Messaging for Special Health Needs

Some of your healthcare clients have specialized needs and concerns. Shari, an acupuncturist who works with a variety of clients, needs to personalize her outreach.

Shari's clients tend to fall into these categories:

Healthy: interested in supplements

Respiratory issues: interested in supplements and alternative medicine

Overweight: interested in weight loss alternatives

Heart conditions: interested in heart health, diet, and alternatives for healing

Athletes: interested in natural performance enhancement techniques

For each of the above client types, Shari simply creates an introductory message series offering targeted wellness tips. She can then schedule each message to go to specific clients at regular intervals. For this example, we'll assume Shari schedules them monthly.

Shari starts with three messages for each client type. That's three months' worth of regularly scheduled outreach. She adds more messages as she generates new techniques or tips for each client segment.

Her clients love that Shari cares enough to give tailored tips. They also appreciate messaging as the communication method since they can quickly read the relevant information and apply it to their daily lives.

Shari's clients are now referring more new clients to her. When Shari meets a new client, she assigns them to one of the wellness tip segments. They begin receiving the monthly messages, and they appreciate Shari just like their friends.

Summary

Using conversational text messaging to share wellness tips is a powerful yet simple way to show your clients you care about them, their health, and their well-being. Trust forms the foundation of any healthcare relationship, and conversational messaging can help you build that trust.

About SMS-Magic

SMS-Magic powers conversational messaging for businesses around the world. We help sales, marketing and service teams win the trust of their consumers by building enduring relationships and a differentiated brand experience. For more than a decade, we have been a trusted messaging leader working with customers across many industries, including healthcare, service centers, real estate, higher education, staffing, wellness, non-profit, and more. Our customers range from small and mid-size businesses to large, global enterprises. SMS-Magic's commitment to our customers is this: We will deliver the most advanced, simple-to-use messaging platform available, so you can focus on the personal touch that sets you apart from your competition.



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