



Group Broadcast Messages (GBM)

Empower your pharmacy group to connect more meaningfully with App users through targeted Group Broadcast Messages. By incorporating this feature into your marketing calendar, you can effectively promote seasonal health campaigns, including flu and hay fever seasons, and holiday specials like Christmas and VIP events.

This channel of communication via the App not only enhances your marketing efforts but also strengthens patient relationships by keeping them informed and supported throughout the year.

In 2024, we delivered



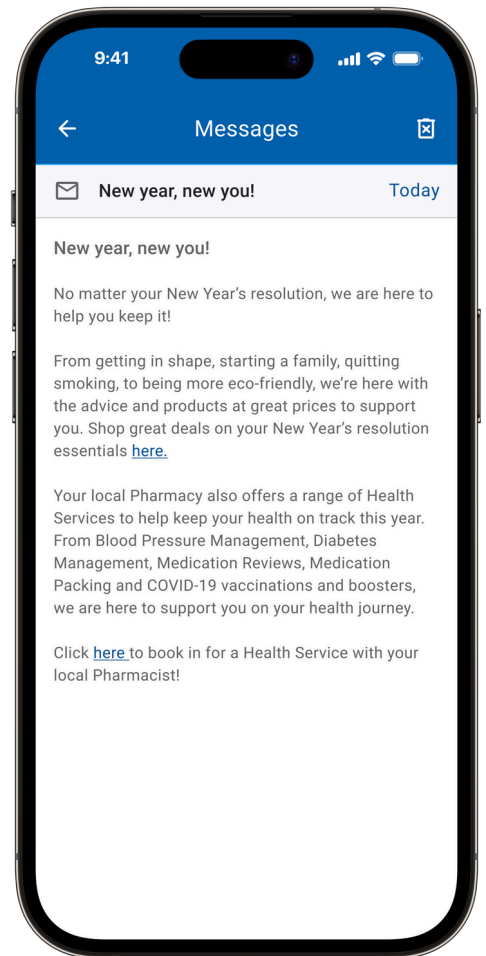
114,600+
In-App Messages



25.9%
Viewed the Message



0.4%
Opted Out



Tips and advice to create a compelling, relevant message

1. Engaging Subject Line and Clear CTA

Start with an eye-catching subject line to draw attention. Ensure call-to-action buttons and links are mobile-friendly, easy to tap, and feature clear, action-driven text like 'Book Now' or 'Learn More' to encourage quick engagement.

2. Purpose-Driven Use of Images

Incorporate high-quality, relevant images that complement your message. Optimise image size for faster loading and maintain a balanced 60:40 image-to-text ratio for better readability and visual appeal.

3. Incorporating Videos to Boost Engagement

Use videos to demonstrate products, share customer stories, and deliver tutorials. Videos are highly effective at engaging viewers and increasing click-through rates when properly integrated into your email.

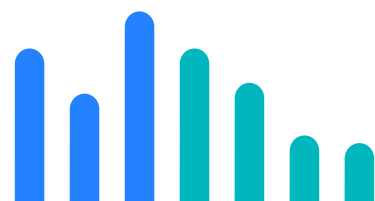
4. Mobile-Responsive and Balanced Design

Design your email to be mobile-friendly by ensuring all visuals and text adapt seamlessly to various screen sizes. Maintain a clean layout with short paragraphs, ample white space, and responsive images. Make sure CTAs are easy to click on smaller screens.

5. Compliance & Accessibility

Avoid including sensitive information in your visuals and improve accessibility by using alt text for images and captions for videos.

Discuss with your Account Manager to arrange your message.



For more information contact our marketing team
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