

Reaching Smokers Via Email Blasts - Cost Effective Blast to the Future

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Reaching Smokers Via Email Blasts - Cost Effective Blast to the Future

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Background

Reaching target audiences for smoking cessation has become increasingly challenging due to budget reductions. However, using new media outreach opportunities can be more affordable and reach desired populations with direct messaging which may motivate them to seek access to cessation services. Tobacco Free Northeast PA (TFNE) contracted with a local media firm, Klunk & Millan to purchase an email list of smokers residing in the Northeast Health District of Pennsylvania. These smokers “opted in” to the list. Out of 200,000 smokers on the list, we were able to reach 40,000 on average with each email blast reaching a different audience. The cost per blast was \$2,800 (including creative) or about 7 cents per email.

Methods

Ads were designed to appeal to young adult smokers (age 18-34) and adult smokers (35-54) and issued in rotating months. Each creative email had a different theme. The project was measured by the number in the blast, the opened emails, percent who opened, clicks to our website, www.tobaccofreene.com, percent of clicks to the site vs. opened, total of web hits that month, percent of web hits caused by clicks in the email blast, and new website visitors.

Confounding factors: the first email blast occurred during the first Pennsylvania Department of Health Quitline free NRT giveaway in March 2011. This also caused many residents in the Northeast to visit our website for information so there is an abnormally high number of web hits for that month, March 2011.

Results

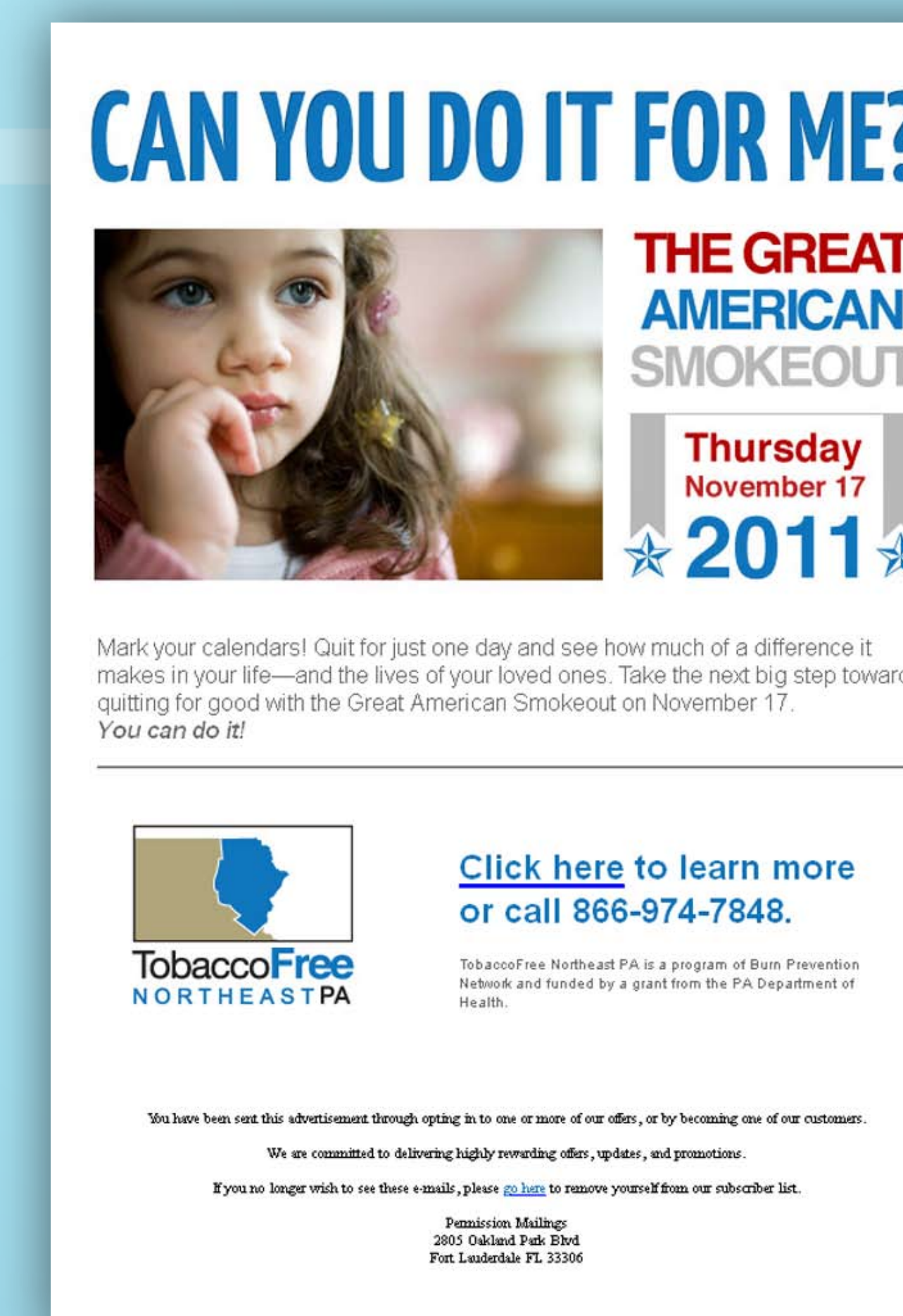
As the ads became more powerfully directed to a segment of the population, we realized increased activity in clicks and website traffic. At each blast, web hits doubled or tripled in volume and increasingly became a higher percentage of web traffic. Our cessation providers saw a 44% increase in tobacco client enrollment in FY 2012, in part due to this low cost and direct marketing strategy.



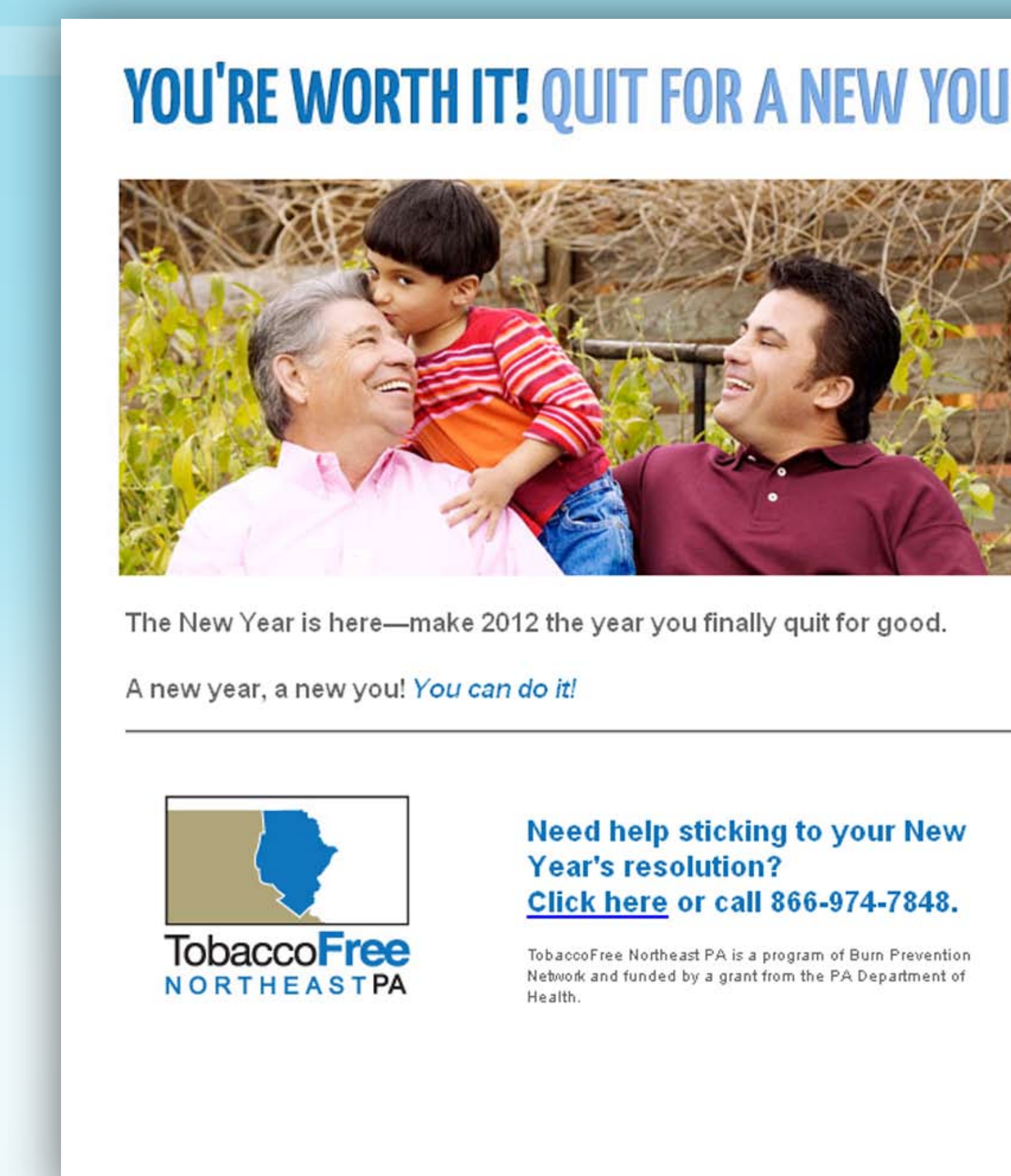
Quit Smoking Email Blasy
March 2011



Make Today Your Day Email Blast
October 2011



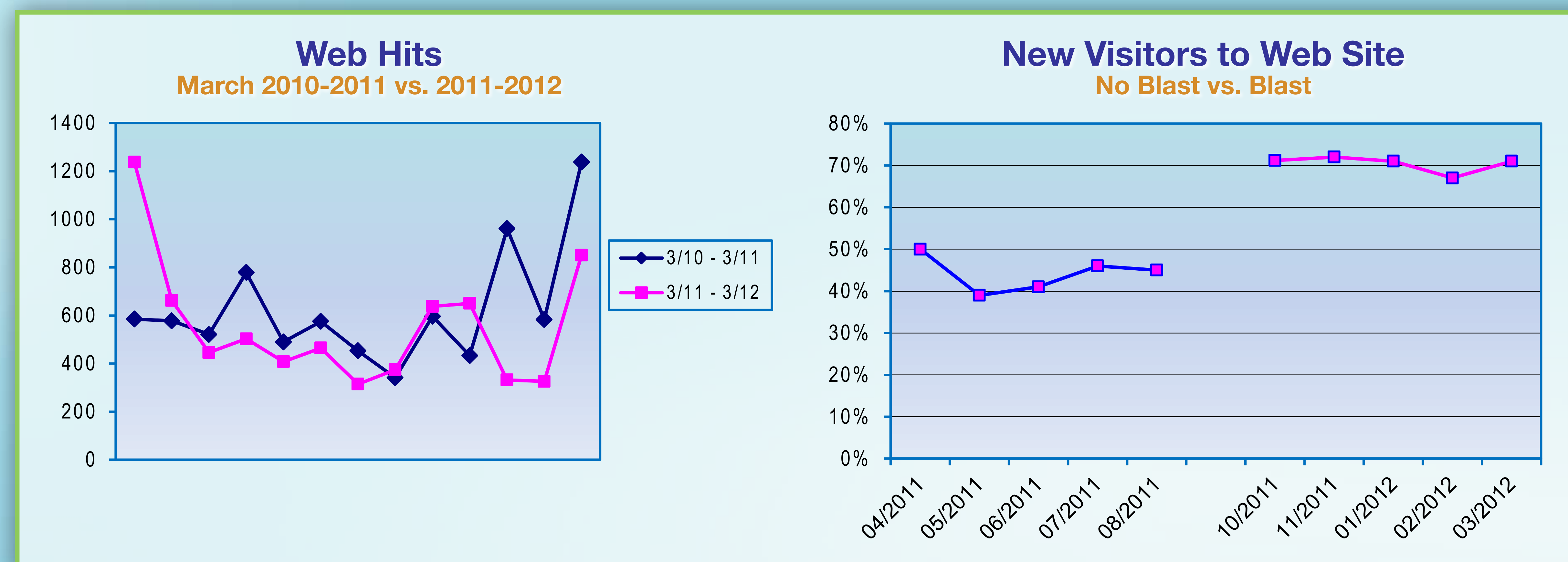
Can You Do It For Me Email Blast
November 2011



The New Year Email Blast
2012



* Tobacco Free Northeast PA at Burn Prevention Network is funded by a grant from the Pennsylvania Department of Health Tobacco Prevention and Control Program to provide tobacco services in the Northeast Health District. Our Mission is to improve the quality of life in our communities by reducing tobacco use -- serving the counties of Carbon, Lackawanna, Lehigh, Luzerne, Monroe, Northampton, Pike, Susquehanna, Wayne and Wyoming.



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