

PHARMATON NATURAL HEALTH PRODUCTS DISCOVERS E-NEWSLETTER ENERGIZER

Pharmaton Natural Health Products has over a 40-year heritage in providing high quality dietary supplements with proven safety and efficacy and is a pioneer in its field. Pharmaton's expanding line of products includes two of the most recognizable herbal supplement brands in the United States: Ginsana®, a natural energizer that increases physical endurance, and Ginkoba®, which improves mental sharpness.

“Who’s Going to do the e-Newsletter?”

Knowing that consumers are hungry for wellness information and based on their dedication to excellence in all things, Pharmaton planned an e-newsletter as part of their communication strategy. The database of targeted consumers was captured by online sweepstakes entries and registration at their various brand sites. Knowing from past experience the pitfalls of in-house production, the IT department and e-marketing team were ready to begin searching for an e-newsletter service provider.



Then, through a colleague, they heard about IMN – and that was that. “After discovering IMN, we didn’t need to shop around,” relates Rick McLeod, project leader. “The service had all the functionality we wanted, and the price was right.”

25 Minutes, Out the Door

IMN quickly dispelled the old idea that producing a newsletter was only slightly more fun than a poke in the eye with a sharp stick. McLeod, an in-house Web developer, was amazed at the simplicity and ease of use. “After setting up the template for the first time, I was able to create and publish my newsletter in about 25 minutes.”

Convenient Database Management and Reporting

The flexible database management and reporting features included with the IMN service proved to be a pleasant welcome to the Pharmaton e-team. As McLeod says, “We love the fact that we can house, sort and continually manage our entire database of consumers on the IMN platform.” No small benefit when IT resources are at a premium. Pharmaton has also discovered another important use of the reporting functionality. According to McLeod, “It lets us determine which articles interest consumers most, so we can fine-tune our content to better serve those interests. For example, we ran an article about digestive disorders; and because we thought it would only be of interest to a limited subset of our audience, we put it at the bottom of the newsletter. In fact, that article was overwhelmingly the single most read piece in the entire issue.” Needless to say, Rick is planning a follow-up article.



The reporting feature has also helped the e-marketing group validate the effectiveness of the newsletter program. "We're seeing a 20% increase in the number of emails opened with each subsequent newsletter we sent out. That tells us we're providing more relevant information that interests more of our customers as we go along."

An Energetic Partnership

Pharmaton's Ginsana and Ginkoba brands are growing as is the company's subscriber base, and the importance of e-newsletters in the overall marketing mix. As Pharmaton grows - energetically - IMN is there to meet their needs, not only for enhanced e-newsletters, but for all the tools they need to build a lifelong, loyal user community.