

July 2025 Quarterly Email Newsletter Review

Date sent: - Jul 10, 2025

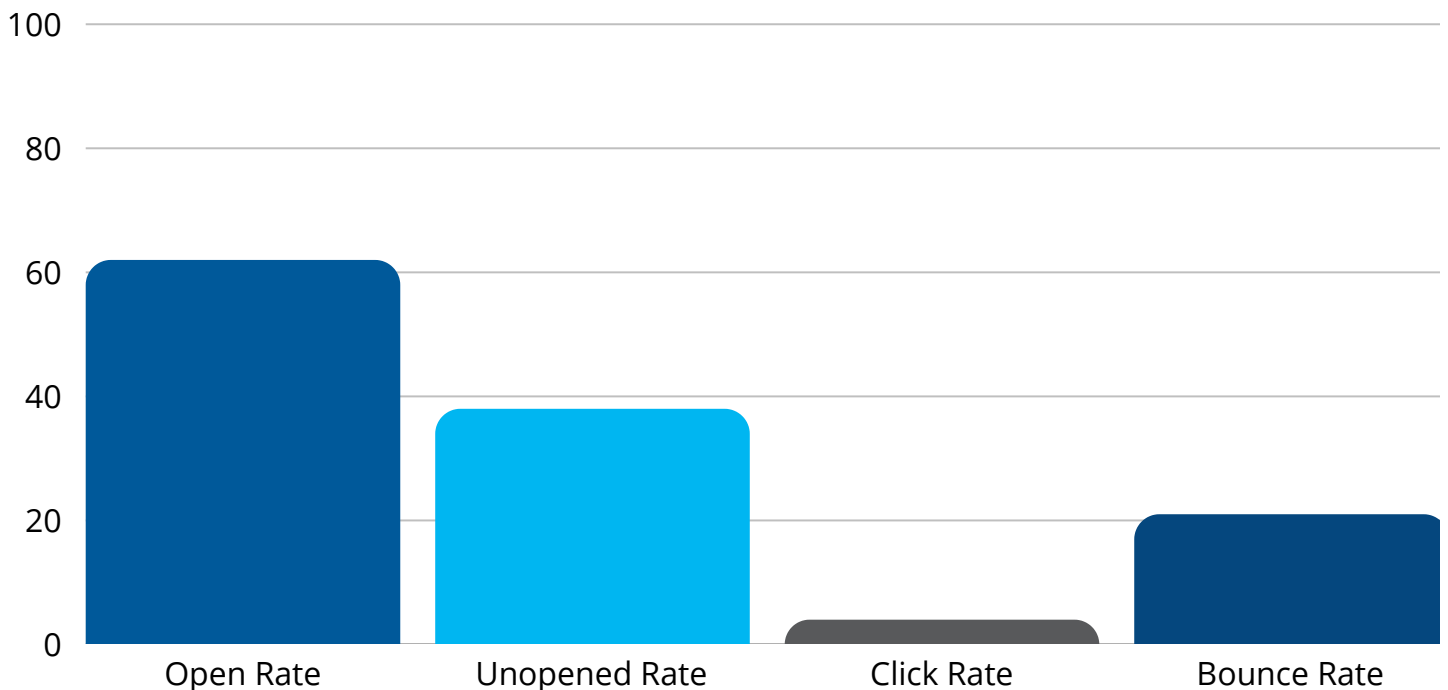
Date Published: Aug 1, 2025

Summary

- **This is our quarterly email newsletter report.**
- The following data is in percentages so keep in mind (Canva doesn't take percentages in their graphs).

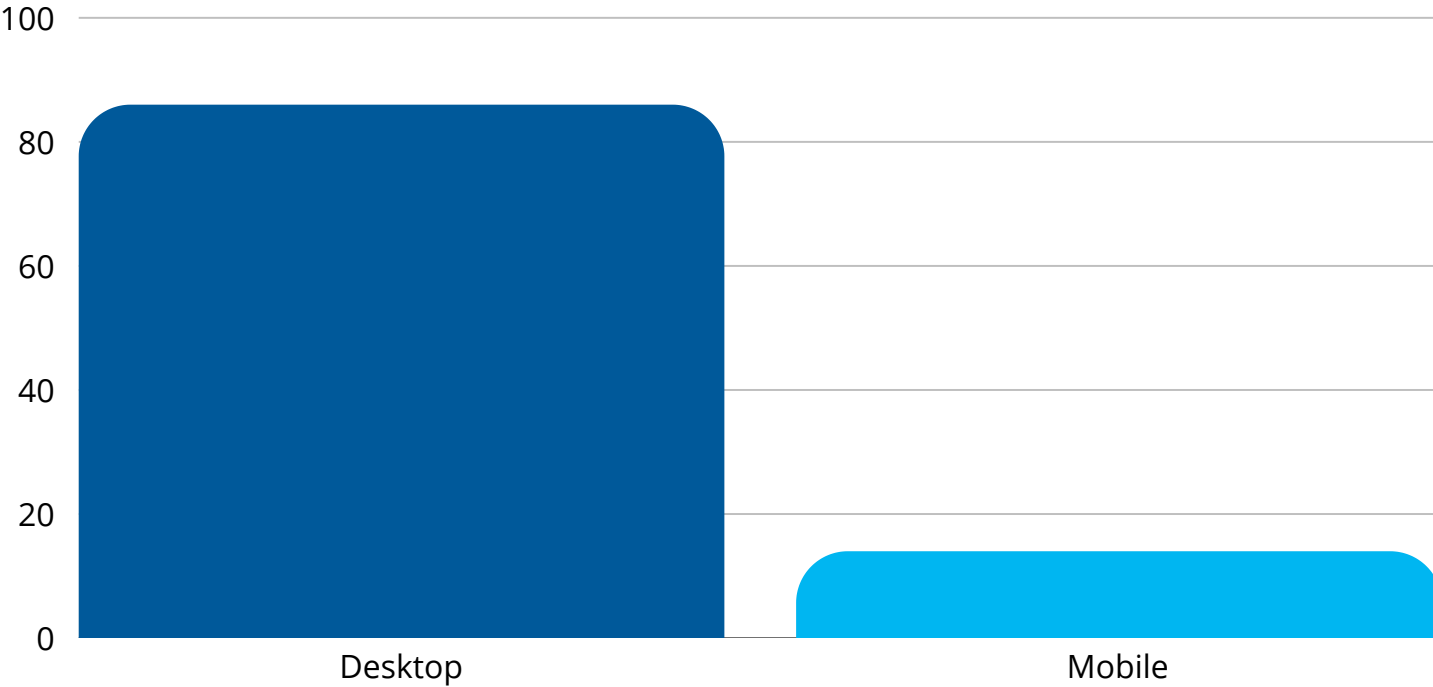
Sends

- **1,147 sends**



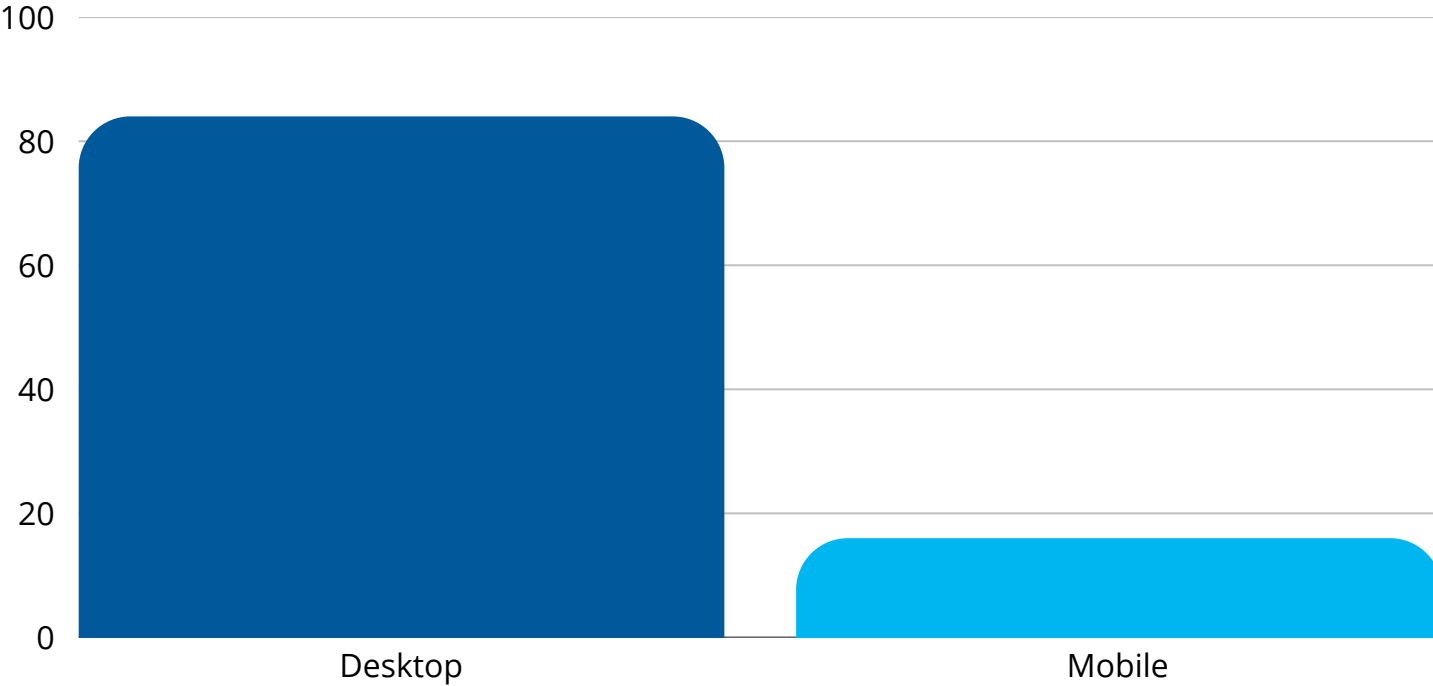
Opens

- **569 opens**



Clicks

• 36 clicks



Key Achievements and Milestones

Based on platform

Breaking the 50% open rate barrier	We had an over 50% open rate for our audience.
Time newsletter was sent	This was the first newsletter that I sent in the evening on a Thursday. With this test, I found that due to people opening up the email in the evening and more people opening it up in the morning that there was an over 50% open rate by the next morning!
Clicks	Even though there was a low click rate, there was more clicks on this email than the last quarterly newsletter.

Challenges and Roadblocks

Bounces rates	There were a lot of bounce backs that I need to go through before the next quarterly newsletter.
Updating distribution list	I need to update some of the distribution lists for the quarterly including alumni.
Testing new date and time	Thursday in the evening was a tricky thing to test, since I usually send it out on Wednesdays, but it ended up working out.
Getting appropriate content	Due to the Mako situation, the whole newsletter process was a bit behind for the quarterly. Going forward, I am going to make sure the content is appropriate and doesn't break any rules.

Lessons Learned and Best Practices

Learning and Improving for the Future

Right content to approve	B2B content
<ul style="list-style-type: none">As mentioned in the challenges section, the Mako situation was a lesson learned that I need to vet the content before putting it on anything important like the quarterly.	<ul style="list-style-type: none">Having more B2B content going forward I think will help with the physician outreach efforts (especially for new faculty or new clinics).

Future Targets and Goals

September 2025

New emails	Getting the newsletter in a timely manner for approval	Selecting content
<ul style="list-style-type: none">• Double checking and making sure emails are up to date.	<ul style="list-style-type: none">• Double check and make sure to get the newsletter to Dr. Chen for approval in a timely manner	<ul style="list-style-type: none">• Be conscious on what content to select to feature

Action for Next Quarterly Newsletter

September 2025

- Getting content from our department and Scottish Rite.
 - Start using Alt Text for ADA compliance on newsletter.
 - Highlight new interns for residency program
 - Faculty promotions
 - USNWR highlight
 - new faculty (Dr. Okoroha will be starting by then)
-

