



The Harley Medical Group

Full service email marketing support



Founded in 1983, The Harley Medical Group has established itself as a leader in the field of Cosmetic Surgery and Non Surgical Solutions, with clinics throughout the UK and Ireland. The Harley Medical Group specialise in Surgical procedures such as breast surgery, liposuction, tummy tuck surgery, face/neck lift, etc. and Non Surgical treatments such as dermal fillers, line and wrinkle treatments, skin peels, laser hair removal, etc.

Professional Email Marketing

Smart Monkey works closely with The Harley Medical Group's head office marketing department to design and deliver their fortnightly newsletter and targeted email campaigns. With Smart Monkey managing the full email marketing process, The Harley Medical Group is left with valuable time to concentrate on other areas of the Company's extensive marketing function.

- Plan the email send schedule and recommend content
- Develop email newsletters and campaigns that positively complement The Harley Medical Group's overall marketing strategy
- Copy write engaging content and subject lines to maintain excellent open and click through rates
- Create eye catching, professionally designed emails that communicate The Harley Medical Group's brand and inspire readers to react
- Code all emails to high standards to ensure maximum deliverability
- Complete testing of emails in a number of key email clients
- Manage the email send process to The Harley Medical Group's database
- Provide full tracking and reporting to review open rates, click through rates, popular subject lines and links
- Use reporting to make decisions on content, links and subject lines to help increase success rates and target messages for future sends
- Manage all individual email campaigns, i.e. special offers, new clinic launches, etc.
- Design and supply image buttons for The Harley Medical Group website
- Develop regular online surveys to assist with new treatment decisions, generating PR stories and gathering information to help improve customer satisfaction

“We have been working with Smart Monkey for over a year now and they have always been very efficient in formatting and dispatching our monthly e-newsletters. They always turn things around for us quickly so that we don't miss any deadlines. We are very happy with the team and have just given them more responsibilities as we are confident with their services. In summary, they are really professional and efficient.”

Marketing Director, The Harley Medical Group

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