

# TARGET

## M A R K E T I N G

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### Mayo Clinic Publications

Mayo Clinic, a household name for consumers researching health and wellness information, strives to maximize brand reputation with its more than 900,000 paid publication subscribers. According to James Hale, director of consumer marketing, high brand name recognition, high-quality products and “a team of professionals dedicated to creating successful marketing programs” helped the company achieve about \$30 million in product sales last year.

The company’s two newsletters are *Mayo Clinic Health Letter*, which is aimed at a 60-plus age demographic, and *Mayo Clinic Women’s Health Source*, which is focused on the mature female market. Mayo Clinic Health Solutions also publishes a line of nearly 20 consumer health books.

Hale says targeting the right segment is a matter of cross-promoting and creating database models.



The company’s core targeting mechanisms are transactionally driven. Hale adds, “We supplement the transactional data with surveys that solicit the health interests of our customers so

that we can serve them better in the future.” The publisher also conducts modeling to mine the housefile for reactivation opportunities.

The publisher prospects for new subscribers four times a year, mailing approximately 20 million acquisition and cross-sell promotions. Hale says, “We are highly disciplined marketers who test everything carefully before rolling out.” —Kate DeBevois