



**Q2**  
2022

# Optical Marketing Playbook

Marketing tips and tools to help  
your practice succeed.



My Marketing Team™



# INTRODUCTION


## WE'RE SO HAPPY YOU'RE HERE!

Marketing to attract and retain patients can be overwhelming—from planning social media content to delivering an exceptional patient experience and getting that five-star rating online.

That's where **My Marketing Team** comes in. An exclusive benefit for practices participating in the VSP Vision™ Premier Program, we're here to support you with marketing tips and resources.

This quarterly marketing playbook breaks down a game plan so you can spend more time caring for your patients!

# CONTENTS

- 1** Attract Stellar Patients and Staff with Your Brand 
- 2** Ace Your Patient Communications 
- 3** Make a Splash This Summer with Sunglasses 





### WHAT IS BRANDING?

Simply put, your brand is your promise to your patients. It's a practice, a process, and a story that will make great first impressions and long-lasting relationships. Did you know that your brand can also attract the people you want to work with? Develop a strong, positive brand experience and you will also attract and retain engaged employees.

[LEARN MORE](#)

### DID YOU KNOW?

# 83%

of consumers trust referrals from people they know.\*

### LET'S GET STARTED

Establishing a strong brand for your practice requires time, effort, and patience. Consider this process as a long-term investment to deliver great first impressions and long-lasting relationships with your patients. Review the 10 steps to enhance your brand here:

### 10 STEPS TO A STRONG BRAND



### WEBINAR: MARKETING TO ATTRACT STELLAR STAFF

Watch our live webinar on April 7th to learn more about the importance of branding for recruiting stellar staff.

[TUNE IN](#) or [WATCH THE RECORDING](#).

### VIDEO SPOTLIGHT: PRACTICE BRANDING

Want to learn more about optical branding from an expert? Click the play button to watch the My Marketing Minute video tutorial "Top In-Practice Branding Tips"!





**WORKING AS A TEAM HELPS TO BUILD A BRAND AND ATTRACT PATIENTS**

Complete this step-by-step workbook with your team to help develop the different areas of your practice’s brand. Whether you’re looking to rebrand or develop a new brand, these exercises will help you create a solid foundation for a strong brand identity. A clearly defined, positive brand experience will ultimately lead to more loyal patients, engaged staff, and increased practice profitability.

**START THE BRANDING EXERCISE**

**LEARN MORE IN THIS PREMIER ACADEMY360™ COURSE!**

*Understanding Brand Positioning (Course 406GB)*

Your brand is much more than a logo. Take this course to identify your strengths, weaknesses, threats, and opportunities—and learn how to harness your analysis to create a brand identity that resonates with your patient segments.

**CONTINUE TO COURSE**

For more tools and resources to help you build your practice’s brand, check out the **My Marketing Team Branding Resources Toolkit** and you can also watch our webinar about the **Building Blocks of Branding** here!





Communicating with your patients between visits can foster stronger relationships, increase loyalty, and lead to quality patient referrals. By sharing thoughtful, useful, and informative content, you can be seen as the optical experts in your area.

#### TOP 4 TIPS TO ENHANCE YOUR PATIENT NEWSLETTER

Follow this checklist to make sure your newsletter has what patients are looking for:

- ❑ **Keep it real.** Reintroduce your practice staff and doctors by featuring someone, sharing hobbies and interests, or letting patients know how you're getting involved in your community.
- ❑ **Survey your patients.** Consider getting feedback from your patients about what they are interested in reading or what new features or services they would like to see in your practice.
- ❑ **Educate, educate, educate.** In each newsletter, consider including tips for managing problems (e.g., itchy eyes during allergy season or blue light exposure for back to school).
- ❑ **Offer essential updates.** Think about creating a section in each newsletter that highlights any important practice updates (e.g., temporary closures, a change in hours, new staff, etc).

#### Newsletter not checking all the boxes?

[Check out this article](#) for more ideas to enhance it.



## GET PATIENTS IN THE DOOR WITH EFFECTIVE EMAIL NEWSLETTERS

Here's an example of an informative and effective newsletter.



**DID YOU KNOW?**

**70%**  
of patients say they are more likely to choose a provider that offers reminders for follow-up care via email or text.\*

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**85%**  
of patients enjoy receiving and reading their patient newsletter.\*\*

## PATIENT ENGAGEMENT PARTNERS

Interested in learning how you can automate text messages and emails to your patients for annual exam reminders? Click on the logos below to learn more about how our VSP® Premier Program Partners Eyefinity®, Weave, and Solutionreach can help you stay engaged with your patients.



\* <https://www.accenture.com/us-en/insights/health/todays-consumers-reveal-future-healthcare#:~:text=More%20than%20half%20of%20patients,to%2057%20percent%20in%202016.>

\*\* [https://www.solutionreach.com/blog/unleashing-the-power-of-patient-newsletters?source\\_url=https%3A%2F%2Fwww.solutionreach.com%2Fblog%2Funleashing-the-power-of-patient-newsletters](https://www.solutionreach.com/blog/unleashing-the-power-of-patient-newsletters?source_url=https%3A%2F%2Fwww.solutionreach.com%2Fblog%2Funleashing-the-power-of-patient-newsletters)

**PREMIER** Advanced eye exam technology **Premier Indicator**

**Eyes On Sunrise**

<http://www.eyesonsunrise.com> **Website Link**

954-563-8288

Hours  
 Mon - Tue 10:00 - 6:00  
 Wed 10:00 - 7:00  
 Thu - Fri 10:00 - 6:00  
 Sat 10:00 - 4:00

Languages Spoken  
 English, French, Spanish **Languages Spoken**

Additional Training & Education  
 American Diabetes Association  
 Premier Academy/SEP Training

**SCHEDULE APPOINTMENT** **Link to Schedule Appointment**

**Link to Online Reviews** **See Yelp Reviews**

2583 E Sunrise Blvd  
 Fort Lauderdale, FL 33304

## SO, WHAT ABOUT REACHING POTENTIAL NEW PATIENTS?

The VSP *Find A Doctor Directory* is a powerful free marketing tool that helps many patients connect with your practice. With 2.6 million searches—that’s a lot of eyes on your practice.

Here are some more interesting stats:

- 583K unique visitors
- 969K clicks to ALL *Find a Doctor* listings in ALL states
- 110K "schedule appointment" clicks
- 56% of the overall clicks are for Premier Program practices

MORE THAN  
**2.6M**  
 searches PER MONTH  
 on the VSP *Find a Doctor Directory!*

## WHEN WAS THE LAST TIME YOU UPDATED YOUR PRACTICE LISTING ON THE VSP FIND A DOCTOR DIRECTORY?

Enhancing your listing can help your practice stand out from the crowd, as patients are being increasingly selective when determining their eye care provider to match their needs. There are ways to enhance your listing by adding your website link, services, and even doctor photos and bios. Follow this step-by-step guide to update your practice’s listing in just a few minutes:

**LEARN HOW**

Does your listing have a VSP Premier Program indicator on its *Find a Doctor Directory* listing? If not, contact us at [mymarketingteam@vspglobal.com](mailto:mymarketingteam@vspglobal.com) to find out how you can get one!



## NEED TO SHARE UPDATES ON THE FLY?

The My Marketing Team *Managing Patient Expectations* toolkit has everything you need to keep patients updated. Download printable signage and social and email graphics that let patients know important practice updates related to staffing, hours, temporary closures, and more.



DOWNLOAD GRAPHICS

SEE EMAIL TEMPLATE



## MORE TIPS TO COMMUNICATE LIKE A PRO:

- Looking for a quick way to reach patients? Try using two-way texting! [Learn more here](#) about why it's helpful and how you can get started.
- Staying engaged with patients during closures can be difficult to navigate. [Read more about best practices for connecting with patients digitally.](#)







With summer right around the corner, it's a great time to start sunglass sales. Here are a few tips to help you shine:

### CELEBRATE SUNS!

National Sunglasses Day is June 27th and it's a great opportunity to promote sunglasses in your practice as well as share UV safety tips. Follow these tips to help your practice shine:

- **Share sunny graphics.** Download the graphics below to share on your social media channels, in-practice, and through email! Be sure to include some UV eye-safety tips in the copy.
- **Create a photo backdrop.** Have patients take pictures in their new sunglasses at your practice with fun signage and props. Then, ask them to share pictures on their social media and tag your practice (and be sure to ask if you can share the photo on your practice's social media!).
- **Host a sunglasses donation.** Ask patients to bring in their gently used sunglasses to donate, and in return, they can receive a discount toward their next purchase. After the donation event has ended, share on your social channels how many pairs of sunglasses you collected and where you donated them.
- **Host an open house or trunk show.** Celebrate the occasion and allow patients to browse, shop, and learn about UV safety. Make it more fun by running a frame giveaway, having your staff wear their favorite sunglasses, and providing yummy snacks.



DOWNLOAD GRAPHICS



## NATIONAL SUNGLASSES DAY CAMPAIGN



### RECOMMENDED COPY:

*Happy National Sunglasses Day! Here's your reminder to protect your eyes from UV exposure and wear your sunglasses. Call our office and find out how you can order a new pair of sunnies. #NationalSunglassesDay*

[DOWNLOAD GRAPHICS](#)

## LEARN MORE ABOUT ENHANCING YOUR RETAIL

### *Making Memorable First Impressions* (Course 502GP)

This course covers the importance of memorable first impressions that can help your practice earn new patients. You'll learn how patients make purchasing decisions, how to create an environment that articulates your brand, and engage the five senses utilizing your retail space.

[TAKE THE COURSE](#)



## NEXT STEPS:

1. Try out these plays by first downloading all of the content provided.
2. Missed the Q1 playbook? [Check it out here](#) to find more marketing tips and ideas.
3. What's working for you? We'd love to know. [Reach out to us](#) if you have any questions or need help using these materials, or to ask about additional marketing tools available through My Marketing Team.



DOWNLOAD THE LATEST MARKETING CAMPAIGNS

## GET IN TOUCH WITH US



**Website:**

[MyMarketingTeam.com](http://MyMarketingTeam.com)



**Email:**

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**Facebook:**

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