



A HOW-TO GUIDE

Let It Rain: A Guide to Optometric Marketing Campaigns

2018

We know the term campaigning most from our political activities. Candidates *campaign* for votes. We may have also heard it used in war efforts, as in certain military campaigns. A campaign is simply an *organized and active* effort towards a specific goal. That is certainly our mission today.

This ebook will show you how be organized and active in delivering a sustained message about eye care services that are important to your practice over time. We will show you how to campaign on the values of your practice and those attributes that are unique to you. Organized and active - important concepts when creating and delivering a campaign.

From now on, your marketing will always have the secret ingredient of all great marketing - REPETITION. I said, REPETITION. (Sorry. That's a marketing joke). Repeating your message over and over through many media channels will ensure people not only see it with their eyes, but with their brains, and smarter patients are better patients.

Follow our recipe for a not-so-new way of storytelling and watch your community respond. Got questions? Need some help? We are here to help our eye care professionals reach more people and serve more people than ever before. Give us a call at 415-481-9008. Enjoy!

Don't 'Just Do It'



The slogan, "Just Do It", worked for Nike but it is really bad advice when it comes to marketing your practice. Unfortunately, 'just doing anything' is what passes for marketing in many, many optometric practices.

This will sound familiar. Place an ad here. Place an ad there. Launch your 'do it yourself website' and Facebook page (which will eventually have three posts), and check off the 'marketing bo' as completed..

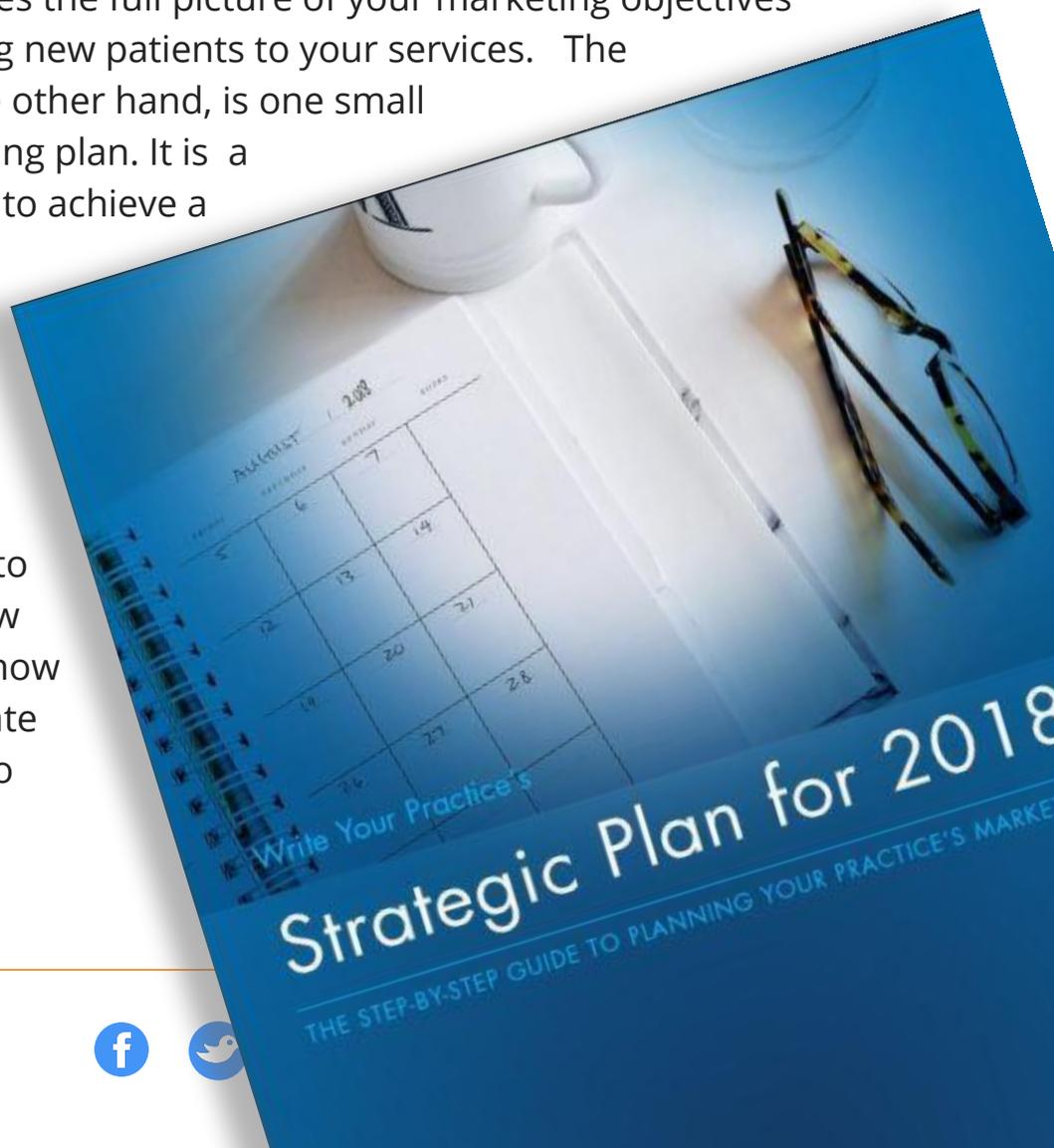
Your reality: It's a jungle out there and the competition is stiffer than ever. Learn the basics of a strong marketing campaign and you will be the go-to practice in your community every time.

Marketing Plan v. Marketing Campaign

Your strategic plan is your master plan for telling your story throughout the year. It is never too late to create one and going through the process is priceless to your practice. [Click here for our 60 page Strategic Marketing Guide](#). We do all the heavy lifting so you can be the Editor-in-Chief of your marketing plan. Need help? Sign up for our ODLingo service and we'll create a fantabulous plan for you.

Your *marketing plan* provides the full picture of your marketing objectives and strategies for attracting new patients to your services. The *marketing campaign*, on the other hand, is one small activity within your marketing plan. It is a marketing action designed to achieve a particular objective.

When you know how your marketing campaigns fit into your overall plan, you know who is your audience and how you might best communicate with them. You are ready to begin.



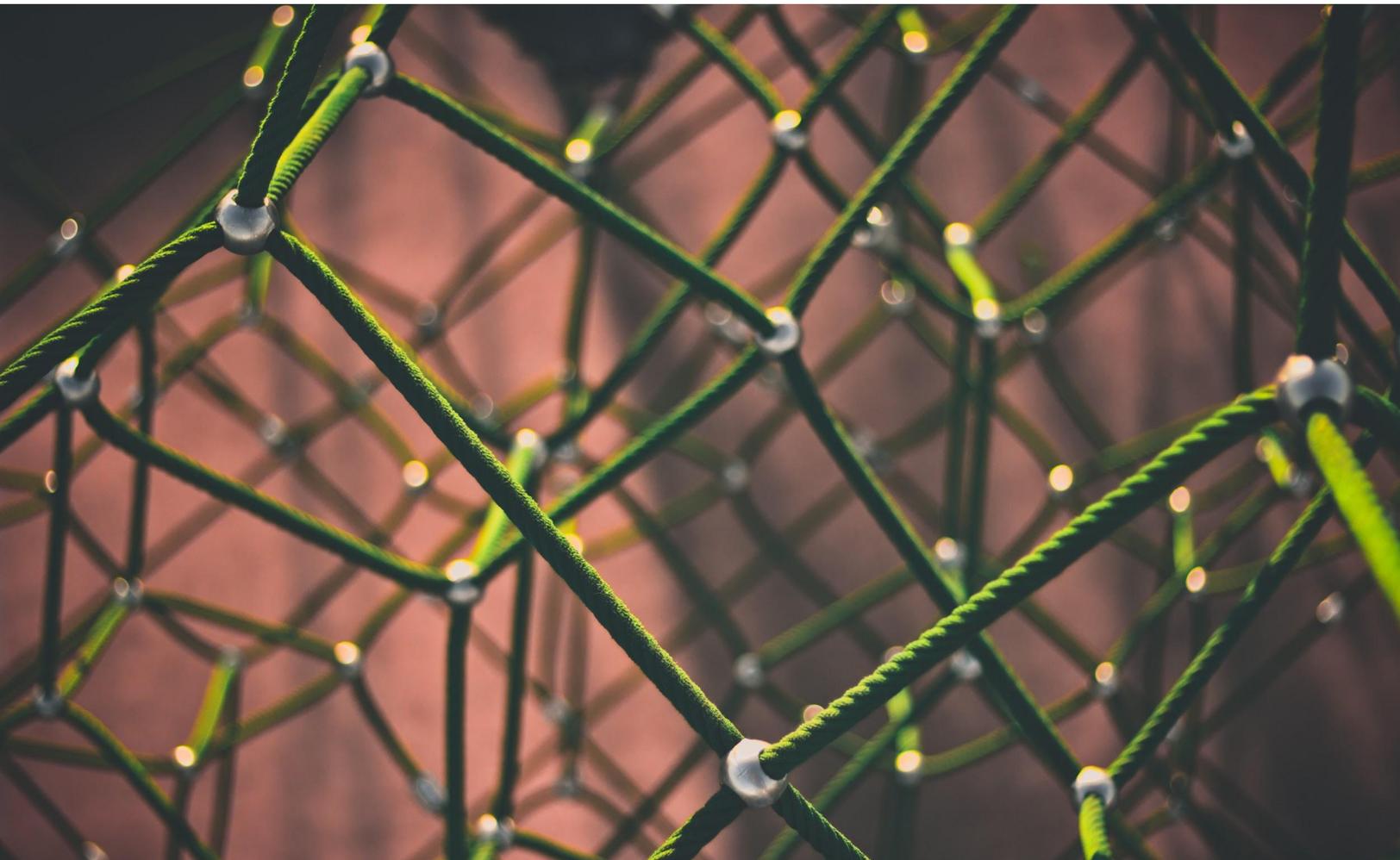
What is an Integrated Marketing Campaign (IMC)?

Definition:

Your application of your consistent brand and service messages for a singular goal across multiple marketing channels and using different promotional methods to reinforce each other.

This is very important because it goes against the common logic of doing something once. Integrated means the same message displayed in as many places as you can put it. As the author, if you are bored, you are successful!

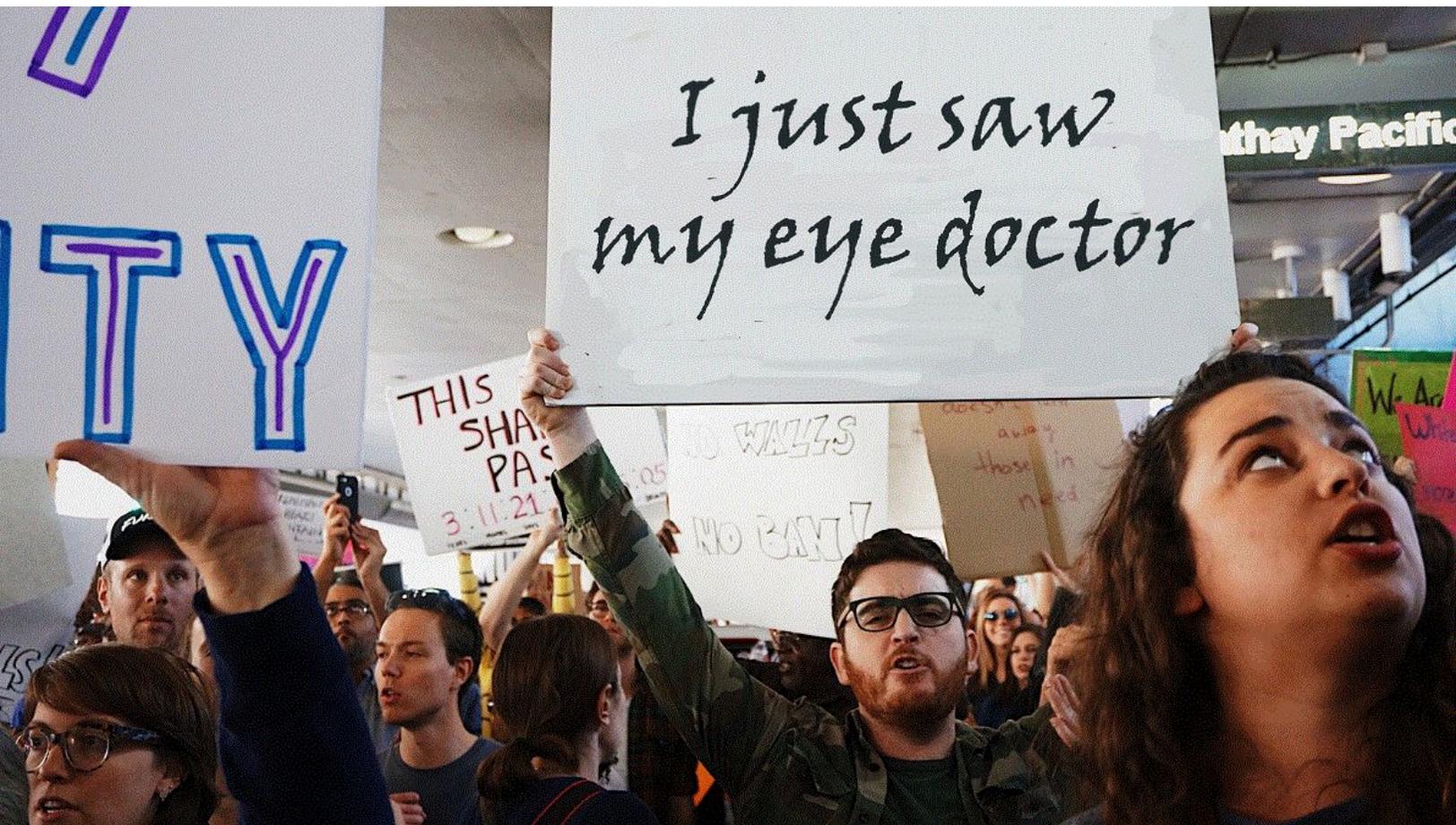
You are on your way to your first IMC!



Elements of an eye care integrated marketing campaign

- What is your Marketing Campaign idea?
- Who is your audience?
- How much do you want to spend?
- What is my goal? (What does success look like?)
- What is your message?
- What channels (media) will you use? (As many as you can)
- What is your timing? When do you start? When is the campaign over?

Photo by [Kayla Velasquez](#) on [Unsplash](#)



Examples

This may feel a little overwhelming at first. Campaigning is not complicated, just new. To make our suggestions concrete, we will provide example campaigns that will better illustrate our points. When necessary, we have stretched out to alternative campaigns because every campaign does not use every marketing element. True.



100 Million people are affected by Dry Eye

What's your marketing idea?

This may be the hardest part of this exercise. Narrowing down hundreds, maybe thousands (OK, 10) ideas to a single effort.

If you are new at this, our recommendation is to conduct two to three campaigns over the next 12 months. Plenty of time to plan, execute and reap the results before increasing your effort and potentially overwhelming yourself.

When you are more accomplished and people are pointing to you on the street and whispering, "Hey, there's that marketing guy", then you know you are ready to increase to one campaign per quarter.



Photo by [London Scout](#) on [Unsplash](#)

Here are a few ideas...

There is no shortage. Choose one or two from the list below to develop specific to your practice. Choose one or two that solves a specific problem in your practice. Each of the broad ideas below can be broken down in numerous smaller efforts.

- Dry Eye
- Ortho-k
- Vision Therapy
- Any branded eye wear
- Allergies
- Computer Vision Syndrome
- Sunglasses
- Blu tech
- Customer Appreciation
- Trunk show/open house
- Back-to-school
- OCT
- New Doctor joining
- Father's Day/Mother's Day
- Nutrition
- Contact lenses
- Breast Cancer
- Holidays
- Specialty contact lenses
- Glaucoma
- Cataracts



A few campaign techniques

Telling a story is not as easy as you think, but with a few techniques, you can wow them every time. Try these on for size:

- When talking about technology (OCT, topographer, etc.), pair it up with the problem you are solving. Discuss retinal disease with an OCT system to show how you do your diagnoses
- When campaigning, take a 'healthy eyes' approach avoiding discussions of disease and pictures of eyeballs.
- Pair disease campaigns with light hearted photos (animals, kids) to make the message more accessible. For example:
Treating glaucoma is about being able to see your grandchildren.



A light, positive tone packs a punch for your readers every time.

Visualize a campaign strategy...

January	Dry Eyes
February	Referrals
March	Orthok
April	Allergies
May	Frame Sale
June	Contacts
July	Sunglasses
August	Back2School
September	Eye Exam
October	Komen Run
November	CVS Adults
December	Use it or...



Who is your audience?

When conducting your campaign(s), make sure you are writing for a specific audience and not just for the world at large. You'll notice your message is much more targeted and therefore more likely to bring in the desired new patient.

For example:

Presbyopia	→	Professional Men over 45
Back to School	→	Mom's 30 to 45 years old
Dry Eye	→	Professional women over 30

You get the idea. Your copy (text) should be geared for that audience and your graphics (the photos you use in your campaign) should look like that audience.



How much do you want to spend?

Here's the good news... you don't have to spend much (although a little is recommended to get the results you desire).

Free activities	Paid activities
Facebook posts	Pay per click advertsing
eblasts	Newspaper ads
Press releases	Direct mail campaign
Referral program	Facebook advertising
Blogging	Website*
Post a homemade video	Office flyers/Brochures
Radio talk show guest	Radio ads
	Cross promote with another business



The formula

So your successful marketing campaign formula will look like this:

what will be achieved (goal)

+

how long will the marketing campaign run

For most marketing campaigns, we recommend 30 day campaigns. For more complex topics like orthok, myopia control and vision therapy, we recommend 60 to 90 days.

Remember, you can always repeat a topic for an additional thirty days but change the strategy slightly. For example, in February, I might run a Dry Eye campaign for women and in March, a Dry Eye campaign for men and in June, a Dry Eye campaign based on being outdoors. All Dry Eye efforts, but geared towards different audiences with slightly different messaging. Three, 30 day campaigns.

$$\frac{dN}{dt} = \frac{1}{q_{\text{fact}}} - \rho_p(N - N_0)(1 - \epsilon S)S + \frac{N_e}{T_n} - \frac{N}{T_p}$$

$$\frac{dS}{dt} = T_0 \rho_p(N - N_0)(1 - \epsilon S)S + \frac{\rho_p N}{T_n} - \frac{S}{T_p}$$

$$\frac{S}{P_c} = \frac{T_0 \rho_p N_0}{T_{\text{fact}} \rho_p N_c} = \Theta$$

$$\left[S \leq \frac{1}{\epsilon} \right]$$

$$\left. \begin{array}{l} N = N_0 \\ P_c = (m) \end{array} \right\}$$

What is my goal?

Campaigns need to be measured (to see if you want to do it again and again, or kill it) and to measure you need a goal. It is important to really think about what you are trying to accomplish. Most of the time, it is about getting more patients for the product/service about which you are campaigning, but other times it may be about improving a process measure such as:

- Increasing traffic to your website
- Growing your Facebook community
- Alerting you community to a new doctor in your office

I'm not a big fan of process goals, but sometimes they are necessary.



Photo by [Andy Hall](#) on [Unsplash](#)

What is my message?

Here's where some practice (and sometimes expertise) helps but get a word out is better than not getting getting your message out. Here are some copy (text) guidelines:

Clear - avoid confusing words/phrases. Stay away from technical terms.

Compelling - is your message attention getting?

Consistent - whether it's a Facebook post or the headline for an article make you message consistent.

Here are some examples:

Topic	Audience	Message
Dry Eye	Women	Women are almost twice as likely to suffer from the effects of Dry Eye.
Presbyopia	Men	Trouble reading? If you're over 40, we can improve your vision and have you look great by addressing your age-related presbyopia.

What marketing channels will you use?

As we have mentioned, great marketing is about repetition. Make sure for each campaign, you use as many channels as possible. Marketing channels include:

-  Your website
-  Your Facebook page
-  Facebook ads
-  Videos or animations
-  eBlast
-  Materials in your office
-  Community events/lectures
-  Posters (library, grocery stores)
-  Business to business partnerships (eye safety campaign with the Home Depot)
-  Local newspapers and community billboards

Practice example #1

Campaign idea? Dry Eye for women - I am looking to attract more women to my practice. I believe that Dry Eye is a gateway to a broader vision relationship. I also believe that women make the health decisions for their families and this will lead to greater number of family visits as well.

Audience? Women between the ages of 30 and 55

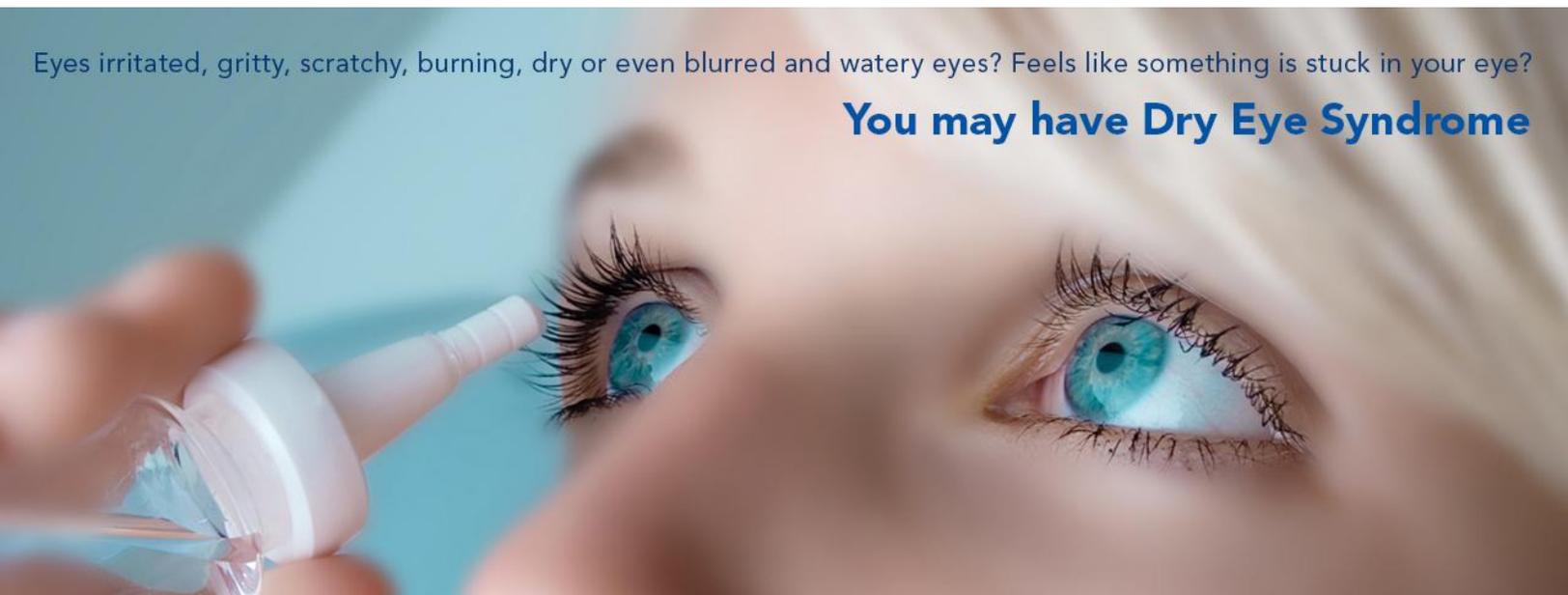
Budget? I am putting aside \$500 for a two month pay-per-click advertising campaign to get this campaign off the ground

Goal? 30 new patients

Message? Dry Eye affects women at a greater rate than men. Women working behind a computer are also at greater risk.

Eyes irritated, gritty, scratchy, burning, dry or even blurred and watery eyes? Feels like something is stuck in your eye?

You may have Dry Eye Syndrome



Practice example #1 (con't.)

Media channels?

- Post to Facebook 1X per week
- Offer free vitamin sample packs for women who come in this month
- Write a press release on Dry Eye for local newspaper
- PPC campaign
- Article on website
- Blog article once per week
- Animation on Dry for website
- Eblast out to current patient base mid-month
- Free Dry Eye screening day, Saturday, May 10. Use OSDI screen tool, TearLab and keratograph for reporting
- Letter to local women's business group to speak at one of their meetings
- Train staff on intake to include Dry Eye screen with each new patient

Whew!



Eyes irritated, gritty, scratchy and watery eyes? Feels like

You may have D

Dry Eye is a condition where the eye does not produce near enough tears to lubricate properly. Tears maintain the health of the front surface of the eye and provide clear vision.

Many people do not realize that these symptoms are a sign of dry eyes and that they do not have to just grin and bear it.

Practice example #2

Campaign idea? I am launching a service for patients with color blindness

Audience? Mostly men and of course the families that are attached

Budget? I have budgeted \$1500 for a direct mail campaign

Goal? I am looking to have 5 new patients for my new Chromagen lenses this month and 10 next month.

Message? Chromagen is making a profound difference in the lives of many people with color blindness.



Sam Bletner

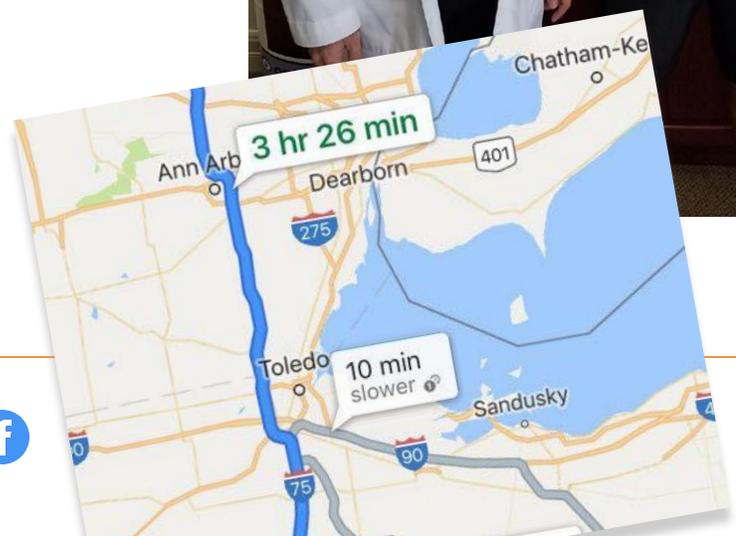
Rating



Review posted on

Sep 8, 2017

I made an almost 4 hour drive from Ohio to Clio Michigan to take a test that was not offered in my state by anybody! I must say that the time I spent at Belill Eye Care was well worth it. Arriving very early, I sat in the waiting room and it was hard not to notice that the relationship between the staff and patients was genuine, professional, and truly above and beyond average patient care. My experience was no different and I was treated with exemplary care. All my questions were answered before I even knew what to ask. If I had to choose to make the drive again I would've chosen to drive twice the distance! Thank you Dr. Belill and staff!!!



Practice example #2 (con't.)

Media channels?

- Article in local newspaper about color blindness
- Eblast about an open house we are holding on colorblindness in 4 weeks
- Direct mail campaign to 2500 households
- Banner on my website
- Post to Facebook 1X per week. Use Chromagen videos
- Brochures created and distributed to every patient this month
- Testimonial published from first and second new patient
- Letter to local HR directors on free screening their employees
- Staff trained up to answer phone calls
- Posters in library and grocery store
- Letter to pediatricians

Navy Pilot Drives Almost 4 Hours For Special Color Vision Test
 This impressive young man needed to confirm that he would qualify to enlist as a Navy pilot in spite of his hereditary color vision deficiency. The US military accepts one specific digital test for color vision and our office is one of only a few locations in the Midwest that has the technology. (Story shared with permission)

As seen on Facebook!



Kent Eye Clinic - Orthok

Campaign idea? Ortho-K & Specialty lens fits

Audience? Teens and sports

Budget? ODLingo customer (all of this is part of ODLingo!)

Goal? 20 new orthok patients

Message? Regular contact wearers struggle with their eye allergies and may often need to remove their contact lenses due to the excess irritation, dryness, or redness. Through ortho-k lenses, however, you can stay free of prescription lenses all day, retain better moisture for your eyes, and reduce the negative effects of your eye allergies.



Is Ortho-K the Right Fit For Your Teen?

Ortho-K is ideal for teens because it is safe and reversible but still gives the flexibility to go glasses and contact lens-free during the day.

Speak to your optometrist about whether Ortho-K is the right fit for your teen.



Kent Eye Clinic - Orthok (con't.)

Media channels?

- Video on website on patient testimonials
- Focus on orthok patient reviews
- Facebook posts on teens and sports with orthok
- Email blast on orthok
- Myopia control workshop in June
- Work with staff on myopia event

Timing? All second quarter 2018



Complete Eye Care - The Patient Experience



Complete Eye Care

Published by Wendy Burris [?] · Yesterday at 2:30pm ·

Jeanne came to Complete Eye Care because she was tired of wearing glasses and wanted contact lenses. Jeanne wore bifocal glasses and also had dry eyes so she needed contacts that would correct for distance and up close. She also needed correction for astigmatism and help with dry eyes. Dr. Marcussen fit Jeanne with a bifocal scleral contact lens which corrects for astigmatism and also an excellent solution for dry eyes. Jeanne is now thrilled with how comfortable her scleral bifocal contacts are all day and she loves the clear vision she has both distance and up close!



Results:

46 patients last month

291 mobile calls from GMB

1173 Google organic traffic and

1667 total traffic

Visits to specialty pages: 541

WOW!

Campaign idea? Using patient stories to tell our story of expertise

Audience? Our community of potential specialty lens patients

Budget? This is part of EyeCarePro's ODSpecialty program

Goal? 50 new patients

Message? Patients tell our story best

Media channels?

- Blogging
- Facebook
- Website and SEO
- Patient videos

GIVE ME THE CLIFF'S NOTES

HERE'S A RECAP

1. **Create a sustained message** that take the shape of a marketing campaign.
2. **Follow the steps of the recipe** for easy execution and a seamless message.
3. **Track the results** to understand if you should do it again.
4. **Use as many media channels** as possible. Great marketing means repetition.
5. **Market what is right** for your practice. What is your expertise?
6. **Spend a little money.** You'll be glad you did. Today's marketing is all about getting a return on investment. No investment, return.



Don't do it alone!

We're here to help. Join over 1600 practices that rely on the skill and expertise of EyeCarePro to tell their practice story and bring in more patients than ever before. Soon you will be too busy to even worry about doing your own marketing.

Carpe diem!

Photo by [Helena Lopes](#) on [Unsplash](#)



Look for our upcoming ebooks
in this strategic marketing series:

Marketing Your Optical

Being the Expert: Expertise as a
Marketing Focus

Business to Business Marketing

The Reception Desk: The Heart of
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School Success

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