

*VISION SOURCE*

## 2018 Year-End Marketing Guide

Tips to attract patients, increase end-of-year revenue, and build momentum for 2019



# Year-End Messages

As the end of the year approaches, here are some key messages to use at the center of your marketing campaigns:

- **Use-It-Or-Lose-It:** Many patients will need to use their FSA dollars by December 31. Ask every patient if they have an FSA, and if they do, remind them how they can use those dollars in your practice.
- **Time for Your Eye Exam:** Use your practice management software to identify the patients who are due or past due for an eye examination or follow-up visit and remind them to come in for their appointment before the end of the year. Consider college students returning home over the holidays, patients who have not met their health insurance deductibles, and patients who have – or are at risk for – certain health conditions.
- **Gift Certificates:** Gift certificates can be available at any time of year, but are a great option around the holidays. Consider offering the gift certificates at a purchase price that is 20% less than the redeemable face value (i.e., sell a \$100 gift certificate for \$80).
- **Events:** Highlight trunk shows, Black Friday promotions, or patient appreciation events. Choose a theme and start promoting the event early.
- **Eye Health Topics:** Raise awareness about the eye health topic of the month, like contact lens safety in October, diabetic eye disease in November, and toy/gift safety in December. Free flyers and social media graphics are available in the Marketing Toolkit.
- **Products and Services:** Highlight new or favorite products and services that your practice offers. The end of the year is a great time to promote second pairs of eyewear or annual supplies of contact lenses so patients are ready for the new year.
- **Holiday Hours:** Many retail locations in this industry see as much as a 30% increase in average sales during the month of December. Make plans for your office to be open during the “high-production days” between Christmas Day and New Year’s Eve, when patients are off from work or home from school. Be sure to communicate your holiday office hours to your patients early.

## What is a Flex Spending Account?

A Flex Spending Account (FSA) allows a patient to set aside money from their paycheck and use these pre-tax dollars to pay for eligible vision or dental expenses throughout the year.

Every FSA plan is different, but they typically reimburse patients for co-payments, deductibles, routine eye exams, prescription eyewear, contact lenses, and prescription sunglasses.

To qualify, expenses must be incurred during the FSA plan year, which often runs from January 1<sup>st</sup> – December 31<sup>st</sup>.

The expenses for vision care and/or eyewear are incurred when a patient, their spouse, or dependents are actually provided with the vision care.

[FSA FAQs](#)



# Use Your Resources

Remember to take advantage of the different programs and resources available to you as a Vision Source member:

- Review your [Market Analysis Report](#) to determine how to best communicate with patients in your trade area.
- Access year-end marketing collateral through the online [Marketing Toolkit](#), including banners, posters, social graphics, and gift certificates.
- Use the training in [The Optical Dream](#) as a refresher on selling multiple pairs or annual supplies.
- Visit the new [Gold Standard Connection](#) section of Insight for help with PCP outreach.
- Use this step-by-step [event planning guide](#) to help you plan the perfect trunk show.
- Share your year-end marketing questions or ideas on [VS Live](#).





## Social Media Calendar

This calendar is intended to help you plan your social media posts through the end of the year.

It includes post suggestions for every other day throughout the year, but you are encouraged to make changes and add your own posts for a more customized social media plan. Try to include a photo with each post, and remember to link back to your website so patients can easily book their appointment.

Some posts are best to share with just your followers, such as photos of your doctors and staff. Others, like featured products or reminders about year-end benefits, can help attract new patients. Consider boosting these types of posts for a bigger reach.

[Social Media Tools](#)

# Social Media Calendar | October 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Motivational Monday	2	3 Contact Lens Safety	4	5 Year-End FSA Dollars	6
7 Blog Post	8	9 Highlight a Service	10	11 Feature Doctor / Staff	12	13 Importance of Eye Exams
14	15 Gift Certificates	16	17 Highlight a Product	18	19 Contact Lens Safety	20
21 Year-End FSA Dollars	22	23 Holiday Hours	24	25 Feature Doctor / Staff	26	27 Highlight a Service
28	29 Motivational Monday	30	31 Halloween / Eye Safety			

# Social Media Calendar | November 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 Year-End FSA Dollars	3
4 Blog Post	5	6 Feature Doctor / Staff	7	8 Highlight a Product	9	10 Importance of Eye Exams
11	12 Gift Certificates	13	14 Diabetic Eye Disease	15	16 Highlight a Service	17
18 Year-End FSA Dollars	19	20 Holiday Hours	21	22 Thanksgiving	23	24 Highlight a Product
25	26 Motivational Monday	27	28 Feature Doctor / Staff	29	30 Year-End FSA Dollars	

# Social Media Calendar | December 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 Hanukkah	3	4 Highlight a Service	5	6 Toy & Gift Safety	7	8 Feature Doctor / Staff
9	10 Gift Certificates	11	12 Year-End FSA Dollars	13	14 Holiday Hours	15
16 Year-End FSA Dollars	17	18 Feature Doctor / Staff	19	20 Highlight a Product	21	22 Year-End FSA Dollars
23	24 Christmas	25	26 Year-End FSA Dollars	27	28 Importance of Eye Exams	29
30 New Year	31					