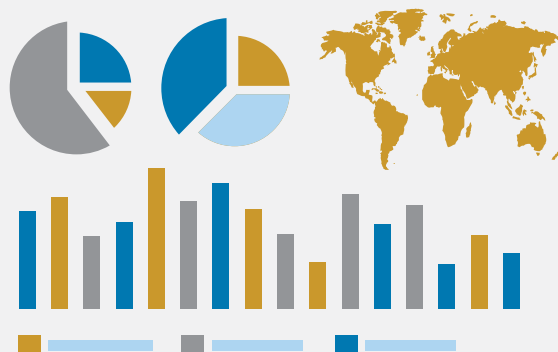




MARKETING YOUR NEW PRIVATE PRACTICE

A concise summary of
Vision Source® member
best practices



THIS GUIDE LAYS OUT THE *WHAT, WHY & HOW*

INTRODUCTION

In today's evolving and competitive eye care industry, **MARKETING IS A CRUCIAL PART OF OPERATING A SUCCESSFUL PRIVATE OPTOMETRIC PRACTICE.** Over time, effective marketing requires an investment of time and money, but it does not have to be complicated or expensive. In fact, some of the most important tools for promoting your new practice are available for little to no cost.

Traditional marketing guides can be very helpful for your new business venture, but **OPENING A PRIVATE OPTOMETRY PRACTICE IS A UNIQUE EXPERIENCE THAT DOES NOT ALWAYS CALL FOR THE STANDARD "NEW BUSINESS" MARKETING PLAN.** Who knows better than successful members how best to market a private practice? No one. So...we asked them. Through surveys, phone discussions, and in-person meetings, we called on Vision Source® members to share their best advice.

This guide is the summary of Vision Source® member feedback. From websites to SEO, social media to local events, here you will find the "what," "why," and "how" for a variety of marketing tactics that will help your practice thrive.

WE HOPE THAT YOU WILL FIND THIS INFORMATION TO BE OF GREAT VALUE AS YOU PREPARE TO START YOUR PRACTICE.

SINCERELY,
VISION SOURCE® MARKETING TEAM

“**MARKETING TACTICS THAT WILL HELP YOUR PRACTICE THRIVE**”



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» LAYING THE FOUNDATION

9 WEEKS BEFORE GRAND OPENING

STEP 1: VS MARKETING CONSULTATION

WHAT

The first step to marketing your new private practice is setting up your free consultation with the Vision Source® Marketing Team. This consultation is designed to help members reach patients by establishing best practices.

WHY

Our marketing consultations help Vision Source® members discover marketing strategies, tools, and tactics to help increase visibility, reach potential patients, engage current patients, and differentiate your practice from competitors.

HOW

To request a marketing consultation, email marketing@visionsource.com

DIRECT COST

\$0 to minimal (included in Vision Source® membership)

FROM OUR DOCTORS

DIANE CABAN (VSR Facilitator): Consultation was on target and well received. You have certainly filled a void in subject material, and I believe created enthusiasm, energy, and a desire to improve.

BUILD A WEBSITE

WHAT/ WHY

Because it is often the first touch-point with your patients, an attractive, professional website is one of your most important marketing assets. This point has been more than reinforced by many of the newer Vision Source® members. The internet is often the first place people turn for health information; providing quality content and a user-friendly experience is the best way to reach potential patients.

HOW

Your Vision Source® membership includes a basic website created by one of our vendor partners. A standard package will provide you with a responsive site, professionally written content, basic search engine optimization, as well as training and support. To initiate the creation of your website, email marketing@visionsource.com with request for this service.

DIRECT COST

\$0 to minimal (included in Vision Source® membership)

FROM OUR DOCTORS

DR. SHAZEEN ALI: We currently use a Vision Source® preferred vendor for our office website. It is an effective and low-cost way to promote our products and services to current and potential patients.

BASIC SEO

WHAT/ WHY

Most consumers will find your website by conducting online searches (Google, Bing, Yahoo, etc.) with words like "optometrists near me" or "eye care Houston." In order to grab the attention of potential patients, your practice information should be listed at the top of the results list. Search Engine Optimization (SEO) is how you make that happen.

HOW

Basic SEO starts with building your website around keywords, quality content, and verified information. Our members can rely on the expertise of a VS preferred vendor to establish meta descriptions for their sites. (Watch the webinar on this topic on Insight.)

Another important step is to use Google to verify your website and create a My Business listing. Then, "claim" (verify the information and assert your ownership of the business) your business listings on sites like Yelp, Vitals, and Healthgrades.

If this sounds overwhelming, don't worry. Our members rely heavily on the experts—Vision Source® preferred vendors—to optimize their search engine results. To request this service, email marketing@visionsource.com.

DIRECT COST

\$0 to minimal (included in Vision Source® membership)

FROM OUR DOCTORS

DR. VINCENT CANO: Being first up on Google ensures that, when patients search online for an optometry office, they see you first.

LOCAL ONLINE FORUMS

WHAT

In local online forums, participants discuss local issues, exchange information, and get real-time answers to the questions they post. Our members use local forums to promote their practice and directly reach potential patients within their community.

WHY

Engaging with your neighbors via local forums can be a simple, no-cost way to build familiarity and trust as a new practice in the community. When you provide helpful answers and informative content, you establish your reputation as a knowledgeable, professional, and local resource.

HOW

Join active online forums and review the posted threads. Engage in relevant threads by posting responses and answers to questions about eye health or vision care. Add new discussion threads with helpful information that will spark conversations relevant to your practice.

For example, Dr Amir Khoshnevis' team strategically uses online forums to reach local Chinese families searching for Myopia Control doctors.

DIRECT COST

\$0 to minimal

FROM OUR DOCTORS

JUSTIN DOUGLAS: Neighborhood networks and forums are the sources of a lot of our referrals.

CONNECT WITH LOCAL BUSINESSES

WHAT

Creating relationships with other local businesses is an excellent way to establish your presence within the community, strengthen your practice reputation, and drive new patient referrals.

WHY

Networking with other local business owners not only increases your visibility within the community, but may also provide some valuable insights into making your practice successful. What works for other businesses in your area might work for you, as well; you may even find some opportunities for collaborative marketing efforts.

HOW

Meet your neighbors. Introduce yourself and your practice. Support other local businesses. Join local networking groups, like the Chamber of Commerce. Offer to provide a "lunch and learn" event or participate in employee health fairs.

DIRECT COST

\$0 to minimal

FROM OUR DOCTORS

DR. WENDY SCHULZ: One of our biggest word of mouth "advertisements" is a local salon. We are always thinking of fun frames for the employees to wear as they are asked many times a day "where did you get your glasses" and they are happy to share their experiences!



“Promoting your new practice should begin weeks before the grand opening. Start with these five steps to lay the groundwork for marketing your new practice effectively.”



“IN TODAY'S DIGITAL WORLD, ONLINE IS OFTEN THE FIRST PLACE PEOPLE TURN FOR HEALTH INFORMATION”



» BUILDING THE FRAMEWORK

6 WEEKS BEFORE GRAND OPENING



DIRECTORY LISTING

WHAT
Online directory listings have replaced the Yellow Pages. For patients to find your practice, your information must be listed in as many online directories as possible. The top five online business directories used by members are: Google My Business, Yelp, Apple Maps, Bing, and Better Business Bureau.

WHY
Listing your business on multiple sites increases your visibility, so that patients will see your practice information first- BEFORE that of your competition. Ensuring the accuracy and consistency of your information is an important first step in search engine optimization (SEO).

HOW
Claim your business listings on business listings and directory sites (see "Basic SEO" in "Laying the Foundation"). Include your practice name, address, phone number, and hours of operation in all listings. Vision Source® members have reported that adding your logo, a detailed description of your practice, a photo, and/or a video can make your listing stand out among the rest.

DIRECT COST
\$0 to minimal

FROM OUR DOCTORS
DR. JILL BERT: We made sure to claim all our reviews and business pages across the Internet.

SOCIAL MEDIA

WHAT
Social media can be an asset for building your brand, but it is probably most useful as a tool for communicating and building relationships. There are an abundance of social media platforms available for reaching current and potential patients, though our members tend to focus on just a few sites- like Facebook, Instagram, and Twitter.

WHY
63% of consumers who search for businesses online report that they are more likely to patronize those with an informative social media presence. An active presence on social media platforms supports your practice's messaging to patients. When you actively engage with comments, reviews, etc., you demonstrate your commitment to providing unmatched, personalized care. When members master the technology of social media, they demonstrate that Vision Source® is on the cutting edge of eye health technology and that our doctors offer the most advanced vision care available.

HOW
For maximum social media effectiveness, unique strategies should be developed for each individual platform (Facebook, Twitter, etc.). Every practice will use its own formula to execute these strategies. For example, Adam Moore has found that continually generating interesting, engaging content can be quite challenging, so he relies on a Vision Source® preferred vendor to create content for the Facebook page. Dr. William Strickland prefers to manage his own Facebook page and regularly posts updates about his practice, including specials and points of interest for possible consumers.

DIRECT COST
\$0- \$250

FROM OUR DOCTORS
DR. ALAN BUSBY: We did Facebook. Instagram is perhaps even better.

EMAIL MARKETING

WHAT
Our members agree that email marketing is a critical part of the marketing toolkit for your new practice. Patients actually take the first step in this relationship by signing up for your email list; in other words, your email audience is guaranteed to be interested in what you have to say.

WHY
MarketingSherpa reports that 72% of adults prefer email to other forms of communication. Email marketing is an easy, inexpensive, and effective way to connect with your patients- in the format they like best! Results are immediately trackable for a clear vision of what is working, who is engaging, and what needs to be changed for better performance.

HOW
Some Vision Source® members rely on a preferred vendor to manage their email marketing; others prefer to handle it themselves through a site like MailChimp or Constant Contact. Whichever method you choose, we recommend creating an email schedule with no more than 2 emails per month. To prevent opt-outs and retain subscribers, Vision Source® members recommend sending important announcements and personal notes, as opposed to promotional offers.

DIRECT COST
\$0-\$300 per month



PCP PROGRAM

WHAT
Forming relationships with local primary care physicians (PCPs) is an integral piece of the marketing puzzle. Introducing yourself and your practice can be the first step to a longstanding, mutually beneficial partnership.

WHY
Comprehensive health care is built on collaborative relationships. Though many of their patients could benefit from a referral to your practice, primary care physicians may not be aware of the medical services you can provide. Also important to note is the potential revenue increase for your practice. With just five referrals per week, at an estimated \$200 per visit, your annual revenue could increase by \$52,000.

HOW
The Gold Standard Connection is your playbook for PCP outreach. Here you'll find step-by-step instructions for locating, contacting, and visiting the PCPs in your community. From tips and tricks to sample scripts and sleek, professional "foot in the door" offerings, you'll find everything you need to launch PCP outreach at: <https://insight.visionsource.com/Healthcare-Strategies/Gold-Standard-Connection>.

DIRECT COST
\$0 to minimal

FROM OUR DOCTORS
DR. CRYSTAL BRIMER (www.DryEyeInstitute.com): We have more than 34 doctors that refer patients to us for dry eye treatment, most of which began during the first year. This started because we took a step of faith to buy the equipment needed, and then went to them to explain what we do and ask for referrals. It has continued because of our focus on patient outcomes. That focus has also led to significant word-of-mouth referrals on top of the practice referrals. It has created a wonderful scenario where ocular surface disease care dominates the practice.



“ 63% of consumers who search for businesses online report that they are more likely to patronize those with an informative social media presence. An active presence on social media platforms supports your practice’s messaging to patients. ”

» BUILDING THE FRAMEWORK

6 WEEKS BEFORE GRAND OPENING

Continued

LOCAL MEDIA
OUTREACH

WHAT Local newspapers, magazines, blogs, and radio and television stations can be excellent partners for establishing your practice in the community.

WHY Local news remains a prominent part of daily life. Journalists regularly seek out healthcare professionals to provide context and legitimacy to stories, and this type of exposure can boost your credibility and enhance the reputation of your practice.

HOW Our members often draft and share press releases announcing practice news, such as sponsorships, new hires, in-store events, or community participation. Monitoring local news coverage has been helpful for many Vision Source® doctors, allowing them to identify opportunities to offer their medical expertise. Building relationships with journalists and other media professionals is an excellent way to establish yourself as a reliable source.

DIRECT COST
\$0 to minimal

FROM OUR DOCTORS
DR. STEVEN KOCHER: When my practice opened, I was able to get a small article in the local newspaper. It really helped.



CONTENT
MARKETING

WHAT Content marketing is educational, not promotional. The goal here is not necessarily to promote your practice, but to provide resources that are educational, useful, and relevant to eye health and the eye care industry. You have the expertise and experience, and this is how you can share it.

WHY Among the many reasons to incorporate content marketing are its ability to: increase traffic to your website, establish yourself as an industry leader, reduce advertising costs, and improve the lives of your patients. The articles, e-books, webinars, etc. that you create will live on your practice's blog. Adding a blog to your website will not only introduce your audience to a great source of informative content, but it will also help to increase your site's credibility with search engines.

HOW Work with your web developer to create a "blog" page on your website. Create a schedule and begin developing content. For your first year of content marketing, our members recommend writing an article about the monthly eye health awareness topic. As you become more comfortable with content marketing, think about your patients (both current and prospective). What do they want to know about eye health? What kind of information do they need to increase their quality of life? And, more importantly, how can you become the source they rely on to provide them with this information? These questions will inform the content you produce.

DIRECT COST
\$0-\$250

DIRECT MAIL/
POSTCARDS

WHAT Reach potential patients where they live (literally). Members use direct mail pieces, including postcards, to promote unique services, offer discounts and rebates, or simply to encourage appointment bookings.

WHY The Direct Marketing Association reports that response rates for direct mail are 10-30 times higher than for digital advertising. In today's market, fewer companies are using direct mail, so your printed piece - and the message it delivers- can really stand out for recipients.

HOW Visit the "Print Marketing" page of the Vision Source® Marketing toolkit to create HIPAA- compliant postcards. Your exclusive Geospatial Analysis Report will help you determine which ZIP codes to target with your direct mail piece, so be sure to request this valuable report by visiting insight.visionsource.com/Practice-Management/Marketing/Geospatial-Intel ligence.

DIRECT COST
\$1,000-\$3,000 per campaign

...INCREASE TRAFFIC TO YOUR WEBSITE, ESTABLISH YOURSELF AS AN INDUSTRY LEADER, REDUCE ADVERTISING COSTS, & IMPROVE THE LIVES OF YOUR PATIENTS.

PROMOTIONAL
PRODUCTS

WHAT Our members are proud of the Vision Source® brand and promote it by giving, displaying, and wearing branded merchandise.

WHY Well-executed promotional merchandise can be among the most cost-effective marketing tactics, delivering healthy returns in brand awareness and authentic growth. An astounding 83% of consumers say they are more likely to do business with brands that provide promotional products.

HOW During the course of appointments, provide patients with branded items like lens cleaner or sunglasses. Use promotional products (water bottles, bags, eyeglass cases) as giveaways and tokens of appreciation. Give away t-shirts with your practice logo. Vision Source® branded materials can be purchased at www.VisionSourceGear.com.

DIRECT COST
Varies by product



PLAN FOR YOUR
OPEN HOUSE

WHAT Also known as a Grand Opening, an open house is the perfect way to connect with your community and show off your new private practice.

WHY Your open house announces that your practice is open and ready for business! Get your name out, create excitement about your practice, and start building relationships with your neighbors.

HOW First, set a date and time for your open house. Our members have found a lunchtime or after work event, held a few weeks after opening the practice doors, works well. Plan to serve light refreshments. Arrange for a giveaway or develop a special "Grand Opening" incentive. And get the word out! Use social media, direct mail, or other marketing tactics to invite people to your event. For detailed tips on planning your event, contact the Vision Source® marketing team at marketing@visionsource.com.

DIRECT COST
\$500- \$3,000 per event

“ ——— ”

Get your name out, create excitement about your practice, and start building relationships with your neighbors.

————— ”

DIRECT MAIL

» FINISHING TOUCHES

■ GRAND OPENING... AND AFTER

IN-OFFICE TRUNK SHOWS

WHAT
Hosting in-office events can be an effective way to build relationships with existing patients and personally engage with prospective new patients and customers.

WHY
Our members regularly host in-office events, and all agree that they are worthwhile investments. From showcasing eyewear to educating the community about important eye health topics, these events can spotlight your expertise, services, products, staff as well as provides a platform for personal interaction with your potential new patients.

HOW
5-STEPS TO EFFECTIVELY HOST AN IN-OFFICE EVENT:

1. Select a date, make your guest list, and determine the type of event you want to host. For example- a style show to promote fashionable frames, a patient appreciation party, a seasonal event (think: Halloween or holiday), or a trunk show (invite vendors' reps to attend).
2. Send invitations to patients and vendors or other specials guests, and market the event through social media and practice signage.
3. Review your agenda and goals. Delegate tasks to staff members- ensure that food is prepared, space is clean, etc.
4. Host the event. Mingle with your guests and meet new people.
5. Follow up with thank you emails, letters, and/or special offers sent to event attendees.

For more marketing strategies, themes, and ideas, join the "Trunk Shows and Patient Appreciation" group in VS Live on Insight.

DIRECT COST
Varies by product; Be sure to request giveaway items from vendors.

FROM OUR DOCTORS
DR. CRYSTAL BRIMER (www.DryEyeInstitute.com): We held two open houses in our first year, which were successful. One was a simple trunk show for frames while the other was a week of events, with daily themes. Keeping it simple is the way to go.

REFERRAL & REBATE PROGRAMS

WHAT
The best way to spread the word about your practice is... word-of-mouth! When you deliver the "Gold Standard" in optometric care, you can inevitably expect rave reviews from your patients. But sometimes a little incentive can go a long way towards encouraging those reviews to be shared with other potential patients.

WHY
Offering an incentive (even a small one) increases the likelihood that a customer will provide a referral for your business. A simple referral and/or rebate program could be just what you need to reach more prospective patients.

HOW
The Vision Source® Marketing Toolkit can help you create referral cards to include in patient care packages (visionsource.com/mtk/print-marketing/#refer-a-friend-pads) or design rebate coupons to distribute at check-out (visionsource.com/mtk/print-marketing/#rebate-coupon-pads).

And don't forget: when those referrals start to roll in, be sure to let your patients know how much you appreciate their assistance. A handwritten note, phone call, or even a small token (so long as its value is \$10 or less) are perfect ways to say "thank you!"

DIRECT COST
Varies by product



PATIENT REVIEWS

WHAT
Online directory listings allow patients to share feedback about your practice in an online review. Securing your practice's online reputation through the management of online patient reviews is vital and includes promoting, monitoring, responding to and leveraging online reviews on top sites such as: Google my Business, Yelp, Facebook, Glassdoor, Bing, FourSquare and more.

WHY
Online reviews are today's word-of-mouth marketing. According to the 2019 Local Consumer Review Survey, 90% of shoppers read at least one online review before deciding to visit a business. That's why our members stress promoting and managing your online reviews as a key component of practice success.

HOW
Request reviews from patients at the close of an appointment and display signage to remind customers to submit an online review. Automated software and apps may also assist in generating reminders.

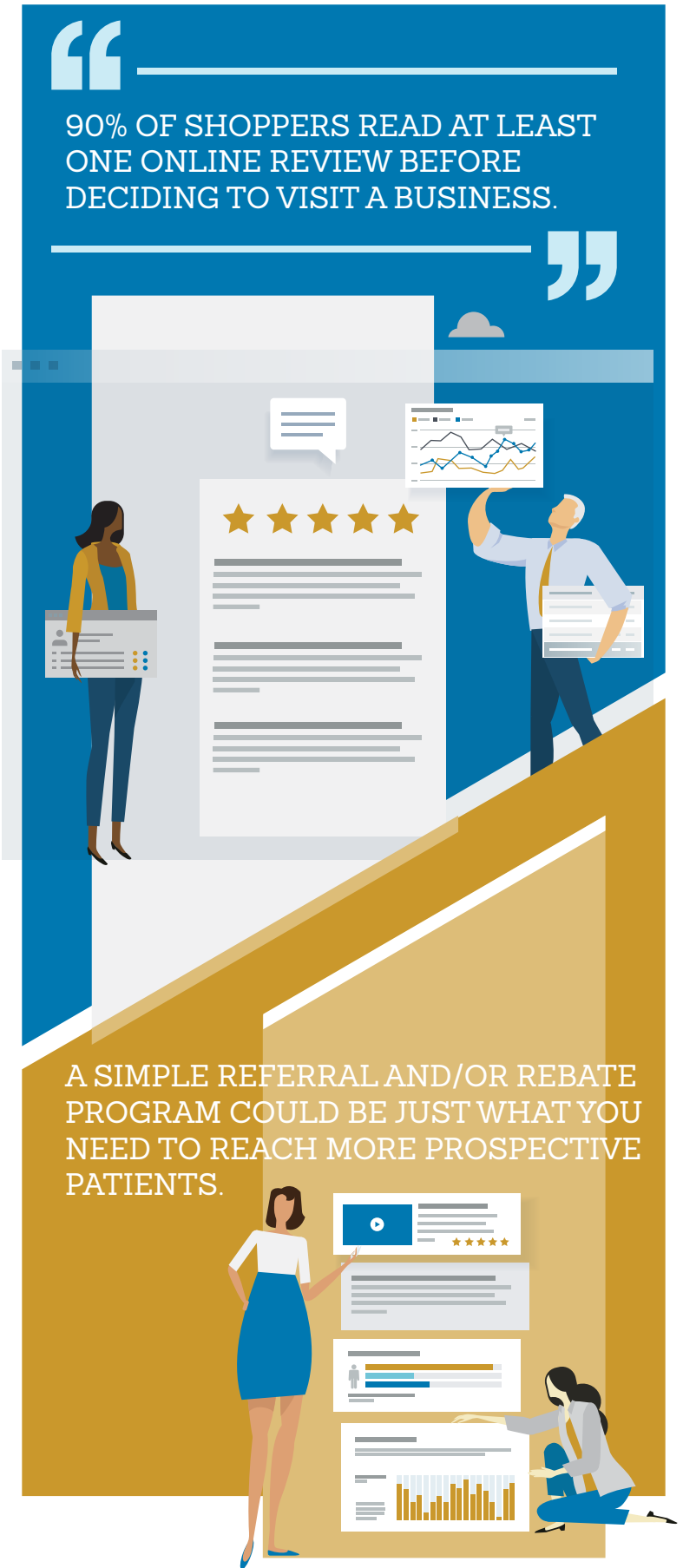
Offer thanks for positive reviews, then spread the good cheer by sharing them on social media and in staff meetings. Commend and thank any staff member who was specifically mentioned in a positive review.

In the event of a less than favorable review, craft and post a thoughtful, genuine response and request to take the conversation offline, where you can better address specific issues or needs

DIRECT COST
\$0 to minimal

FROM OUR DOCTORS
DR. HAL PHILLIPS: After a patient's first appointment, we mail a personalized thank you card. We also ask each patient to like us on Facebook and, in turn, we'll send a \$5 Starbucks gift card.

“ OFFER THANKS FOR POSITIVE REVIEWS, THEN SPREAD THE GOOD CHEER BY SHARING THEM ON SOCIAL MEDIA AND IN STAFF MEETINGS. COMMEND AND THANK ANY STAFF MEMBER WHO WAS SPECIFICALLY MENTIONED IN A POSITIVE REVIEW. ”



» FINISHING TOUCHES *Continued*

■ GRAND OPENING... AND AFTER



TV/ RADIO ADVERTISING

WHAT
Television and radio, or “major media,” advertising are among the most popular forms of marketing. Think of the brand taglines and jingles you know by heart; most have been imprinted on your brain thanks to TV or radio commercials.

WHY
Advertising via “traditional media” may seem like a thing of the past, but studies show that TV and radio are still quite popular. Television, particularly local television, remains the most common medium by which Americans consume news. In addition, 90% of adults report listening to AM/FM radio weekly. There remains a large audience for these traditional media outlets.

HOW
Think about your goals and your budget to determine which medium you want to use. Our members have found that joining (or starting) a co-op with other Vision Source doctors is an excellent way to mitigate the cost of TV and radio advertising. Vision Source has a preferred vendor that specializes in media buying and can help guide you through the process. Contact the marketing team to get started.

COST
\$5,000+ per campaign

“Volunteering your time, or donating... to community causes provides new opportunities to establish connections with area businesses, key influencers, and local citizens.”



SEM/ PAID SEARCH

WHAT
Search Engine Marketing uses paid advertising to reach individuals while they search for relevant topics. With pay-per-click advertising (a common type of SEM), you can pay for ad space that looks like an organic search listing. Many search engines offer paid advertising, but, with more than 70% of market share, Google Ads are the most widely used.

WHY
Search Engine Marketing is a simple, cost effective way to generate new leads and drive more traffic to your site. It's a perfect fit for an optometry practice, as potential patients will almost always search for a provider within their geographic area (i.e., “optometrist Kingwood, TX” or “eye doctor near me”). SEM is also consistent, practical, and delivers immediate, trackable results.

HOW 5-STEPS TO SEARCH ENGINE MARKETING

1. Determine specific focus for the ad (dry eye treatment, vision therapy, specialty lenses, etc.) and relevant keywords with the [Google Keywords Planner](#).
2. Set a campaign budget.
3. Create a campaign landing page tied to ad clicks. Make sure to write customer-focused ad copy and include a call to action such as “Learn More,” “Call Now,” or “Schedule an Appointment.”
4. Test your ad and revise as needed.
5. Measure ad performance using [Google Analytics](#).

DIRECT COST
Varies

FROM OUR DOCTORS
DR. JUSTIN DOUGLASS: Google pay-per-click has been effective, and it is very simple to track ROI.

VOLUNTEERING

WHAT
Volunteer your time or donate products, services, or funds to local non-profit organizations. Community outreach is an effective - and generous- way to market your practice. Volunteering your time, or donating services, products, or money to community causes provides new opportunities to establish connections with area businesses, key influencers, and local citizens.

WHY
Volunteering can increase your practice's visibility, strengthen relationships with your neighbors, and build your reputation within the community. Staff participation can increase employee engagement and foster a sense of “team spirit.”

HOW
Vision Source® doctors find countless ways to be involved in their communities. Local schools are almost always in need of help; donate checkups or glasses, sponsor school events, or support scholarship funds. Many senior centers would welcome informational seminars about eye-health topics. Encourage staff members to volunteer, as well, and provide practice-branded shirts for them to wear.

DIRECT COST
\$0- any donation amount

FROM OUR DOCTORS:
DR. JEFFREY SQUIRE: I am heavily involved in local organizations, such as Rotary, Boy Scouts, baseball, soccer, school programs, etc... All of these involvements help get your name in the community, which is very important.

DR. JILL BERT: I have booked booths at community events and provided lectures at the local library. We also do local ads and charitable contributions when we are solicited to do so.

CONTINUE PRE-OPENING PRACTICES

Marketing is an ongoing process. For continued success, incorporate the proven strategies and ideas shared within this guide to engage prospective patients, reach optical customers, and establish yourself a leader in vision care within your local market. Use this timeline to help determine when to review and update your marketing strategies.

QUARTERLY

- ☐ Direct Mail / Postcards
- ☐ TV & Radio Advertising
- ☐ Primary Care Physician Outreach
- ☐ Connect with Local Businesses

MONTHLY

- ☐ Email Marketing
- ☐ Content Marketing
- ☐ In-Office Events
- ☐ Volunteer
- ☐ Search Engine Marketing / Paid Digital Advertising
- ☐ Local Media Outreach

WEEKLY

- ☐ Online Patient Reviews
- ☐ Engage on Local Online Forums

DAILY

- ☐ Social Media

“Search Engine Marketing is a simple, cost effective way to generate new leads and drive more traffic to your site.”

»SOCIAL MEDIA

Showcase your products and services, spotlight your brand, and reach more customers by becoming active on social media. Focus primarily on Facebook and Instagram, as they allow you to actively engage with current patients and advertise to potential patients. Remember: the key to effective social media marketing is not quantity (the number of social platforms you employ or how often you post), but the quality of your content.



STEP 1:

SET UP YOUR ACCOUNTS.

If you do not already have Facebook and Instagram accounts, it's time to set those up.

FACEBOOK

Select "create a page" to build your practice's Facebook page. If you already have an account, determine whether it is personal or business. If you have "Friends" instead of "Likes," then you are using a personal profile and will need to convert it to a business page. While logged into your account, follow the steps described here: www.facebook.com/pages/create.php?migrate.

INSTAGRAM

Visit www.instagram.com to create an account. Then, convert to a business profile to access unique features that will help your practice establish its presence and achieve its goals. Simply go to your Instagram profile and tap the "hamburger menu." Tap "Settings," then tap "Switch to Business Profile," add details to your Instagram business profile, and tap "Done."

STEP 2:

FIRST IMPRESSIONS ARE EVERYTHING.

When your patients find your practice on social media, your profile and cover photos are the first things they see. You could use your logo as the profile picture, but we recommend a high-resolution (not blurry) friendly photo of the head of your practice. Your cover photo could be a picture of your staff, or even a monthly eye health awareness campaign photo.

In addition to your profile's "curb-appeal," make sure to list all of your practice's pertinent information: phone number, address, operating hours, website URL, how to schedule appointments, etc.



STEP 3:

START POSTING

We recommend that you post to your social media pages 3-4 times each week. The best posts are those that spark interaction and conversation, so include informative, engaging, and even funny things about your practice, your team, and your community. The more personalized your posts feel, the better. Use promotions, polls, and questions to create content that your followers will want to share!

Consistency is key. Posting regularly keeps people informed and actively engaged. Many Vision Source® practices find it helpful to determine what they want to promote each month and then plan their posts by creating a Social Content Calendar. You can even make it a team effort. Just like your patients, your staff is diverse in age, gender, and background; so, let everyone take part in deciding what is important to followers. Ask each staff member to create (or find) content for a particular day (i.e. Amy-Mondays, Jim-Tuesdays). At the end of the month, reward the person whose post got the most likes or comments.



STEP 4:

REACH NEW PATIENTS

Posting to your Facebook and Instagram accounts is a great start, but it only allows you to reach the people who have "liked" or "followed" your account. Using a tool called "Facebook Boost" can help reach potential new patients, and you can even target the exact demographic groups you want to reach (for example, "women 30-35 in Austin, TX"). Budgeting even \$5 per week to boost a fun or important post can potentially add new followers for your page- and, eventually, more patients for your practice.

Facebook advertising is another great way to reach new potential patients without breaking the bank. Facebook has made it easier than ever to run an ad; visit www.facebook.com/business/ads to learn how.

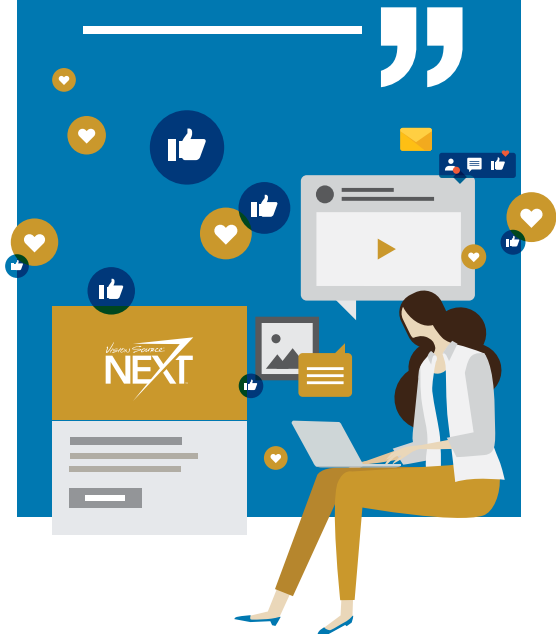
STEP 5:

ENGAGE YOUR AUDIENCE

Remember, your social profiles are not designed to blast your message to the masses; their goal is to build relationships and connect on a new level with current and potential patients. Make sure your content is relevant and engaging to those who would visit your practice.

Social media allows customers to tell the world about their experiences with a business. So, if your practice or staff receives positive feedback online, be sure to respond with a "thank you." At the same time, do not be afraid of negative reviews. Instead, use them as a platform to show your patients the lengths you will go to mitigate problems and serve them. Responding to reviews allows you to engage in meaningful dialogue with your patients, making them feel valued and heard.

Many Vision Source® practices find it helpful to determine what they want to promote each month and then plan their posts by creating a Social Content Calendar. You can even make it a team effort. Just like your patients, your staff is diverse in age, gender, and background; so, let everyone take part in deciding what is important to followers.



By implementing these simple steps, you'll be well on your way to becoming a master of social media. For more social media marketing tips visit:

insight.visionsource.com/Practice-Management/Marketing

or contact your Vision Source® marketing team at

To: marketing@visionsource.com

Cc Bcc

THE BEST POSTS ARE THOSE THAT SPARK INTERACTION AND CONVERSATION, SO INCLUDE INFORMATIVE, ENGAGING, AND EVEN FUNNY THINGS ABOUT YOUR PRACTICE, YOUR TEAM, AND YOUR COMMUNITY. THE MORE PERSONALIZED YOUR POSTS FEEL, THE BETTER.

» MARKETING CHECKLIST

■ FOR NEW PRIVATE PRACTICES



“SOME OF THE MOST IMPORTANT TOOLS FOR PROMOTING YOUR NEW PRACTICE ARE AVAILABLE FOR LITTLE TO NO COST.”



9 WEEKS BEFORE GRAND OPENING

- ☐ Vision Source® Marketing Consultation
- ☐ Build a Website
- ☐ Basic SEO
- ☐ Local Online Forums
- ☐ Connect with Local Businesses

6 WEEKS BEFORE GRAND OPENING

- | | |
|--|---|
| <input type="checkbox"/> Direct Mail / Postcards | <input type="checkbox"/> Local Media Outreach |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Content Marketing |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Promotional Products |
| <input type="checkbox"/> Directory Listing | <input type="checkbox"/> Plan Your Open House |
| <input type="checkbox"/> PCP Outreach | |

AFTER THE OPENING

- ☐ In-Office Events
- ☐ Referral and Rebate Programs
- ☐ Patient Review
- ☐ TV & Radio Advertising
- ☐ Search Engine Marketing / Paid Digital Advertising
- ☐ Volunteer
- ☐ Continuing Pre-Opening Marketing Practices



YOUR NOTES HERE



Lined area for taking notes.

THE END

MARKETING YOUR NEW PRIVATE PRACTICE

