



**Q1**  
2022

# Optical Marketing Playbook

Marketing tools for your practice  
to start a successful new year.



My Marketing Team™



# 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 Global® Premier Program, we're here to support your practice with marketing resources, so you can spend more time caring for your patients.

This quarterly marketing playbook breaks down a game plan so you can win in 2022!

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## SOCIAL MEDIA POSTS

74% of consumers rely on social media to guide purchasing decisions<sup>1</sup>, and that number continues to increase! Download the latest “*Your Benefits Just got a Fresh Start*” social media content to remind your patients that they have new benefits to use.

DOWNLOAD  
ASSETS



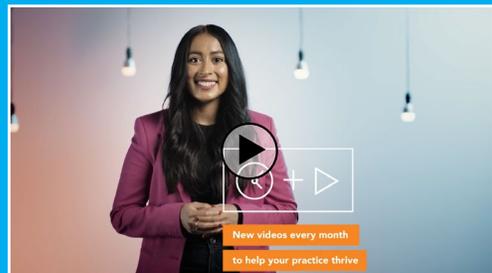
## PRO TIPS FOR SOCIAL MEDIA

Looking to boost your social media presence in 2022?

- Utilize a social media management platform to schedule your posts and organize content! Platinum level practices participating in the Premier Program receive complimentary access to Hootsuite as well as access to an exclusive content library. [Request your account here.](#)
- Try out Instagram Reels! Not sure where to start? Learn the best practices and tips [here.](#)
- Consider something new in '22 and [leverage influencer](#) marketing for your practice.

## VIDEO SPOTLIGHT

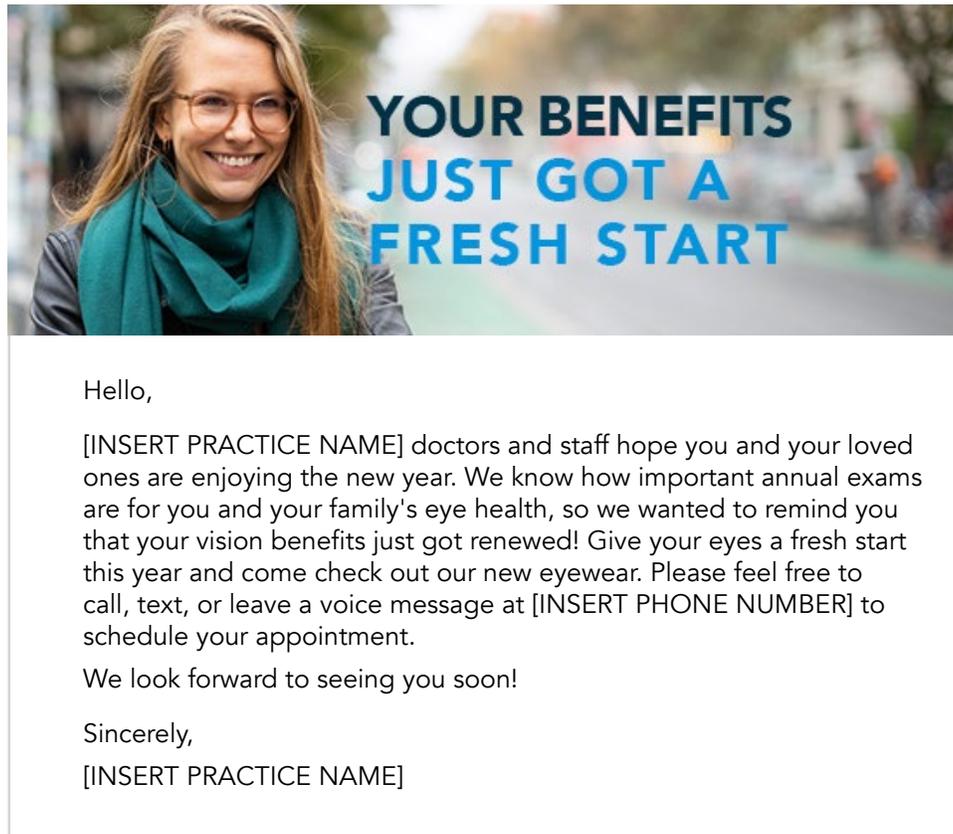
Want to learn more about using our marketing campaigns? Watch our video tutorial [here!](#)



## SEND AN EMAIL

Email patients to remind them that they have new vision benefits and that it's a great time to refresh their look in the new year!

Here is a suggested email template to get started.



## CREATE AN AWESOME NEWSLETTER WITH THESE TIPS:

- Did you know effective email segmentation leads to more email opens? [Read more](#) on how to segment your email list to see better results.
- Use email to book more appointments. View this [video](#) to learn how to advertise through email.
- Looking for ways to level up your email marketing? Check out [5 Tips to Enhance Your Patient Newsletter](#)
- Use an integrated email software solution to stay engaged with your patients. Did you know Premier Program practices receive an exclusive discount on Solutionreach? Reach out to [mymarketingteam@vspglobal.com](mailto:mymarketingteam@vspglobal.com) to learn more.





Think of your website as your online storefront. Keeping it updated and informative can help drive new patients to your practice and help existing patients get the important information they need. Follow these tips to ensure your patients see your website the way you want them to.

**DID YOU KNOW?****90%**

of consumers use the internet to find local businesses<sup>2</sup>

**TOP PRACTICE WEBSITE MUST-HAVES**

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

- Meet the practice section
- Patient testimonials
- Products or brands you carry
- Insurance you accept
- How to schedule an appointment
- Practice contact information including address, phone number, and map
- Mobile-friendly experience
- Social media accounts listed

**Website not checking all the boxes?**

Check out these articles:

[Six Quick Ways to Enhance the Patient Experience on Your Website](#)

[Website Best Practices: Making the Most of Your Online Storefront](#)

Ask us about a complimentary website consultation by emailing [mymarketingteam@vspglobal.com](mailto:mymarketingteam@vspglobal.com)

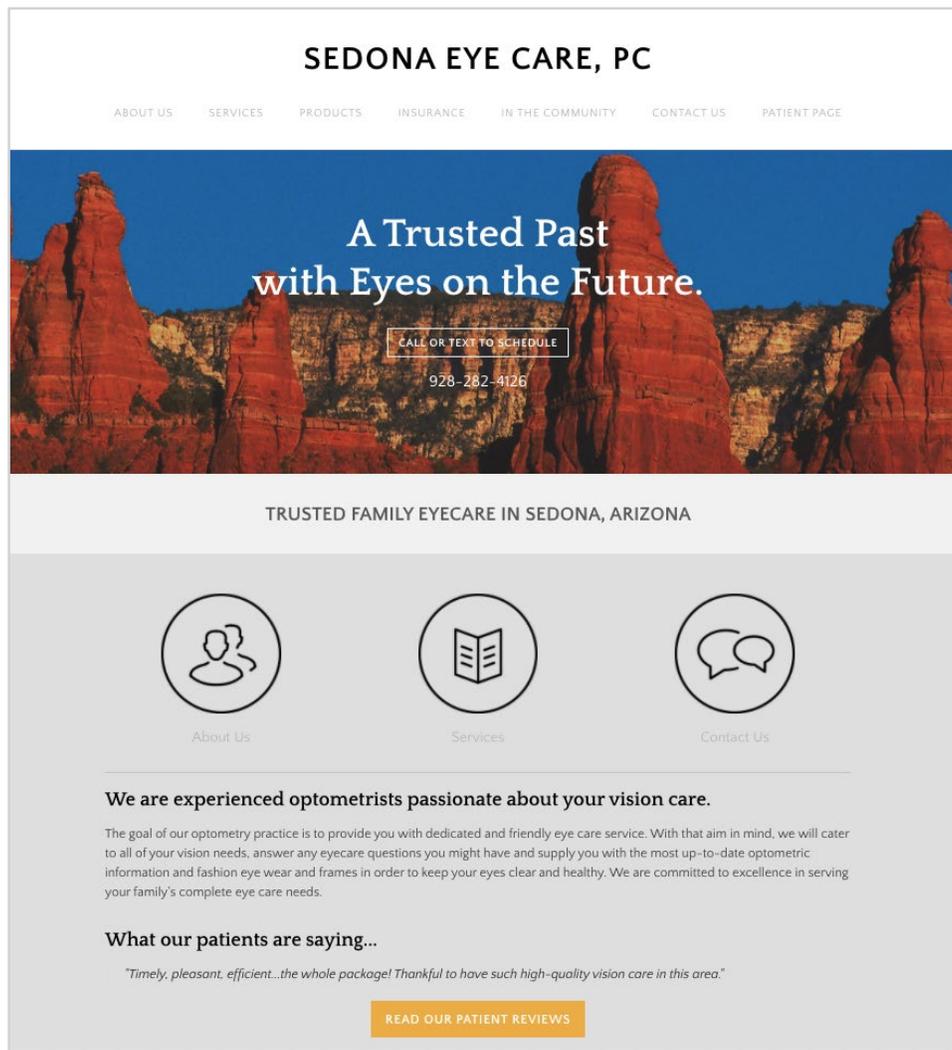


## NEED A NEW SITE?

Set your practice apart with an eWebExtra™ website from Eyefinity®. When combined with Eyefinity Practice Management, you can control your schedule and allow patients to search for available appointments online any time (even on the same day), which then book directly into your practice management scheduler.

eWebExtra™

LEARN MORE



This practice's homepage is a great example of the important items your website should include. They have a clear call-to-action, contact information, patient reviews, and website menu with the sections patients want to see.



## HOW TO MAXIMIZE YOUR WEBSITE SERVICES

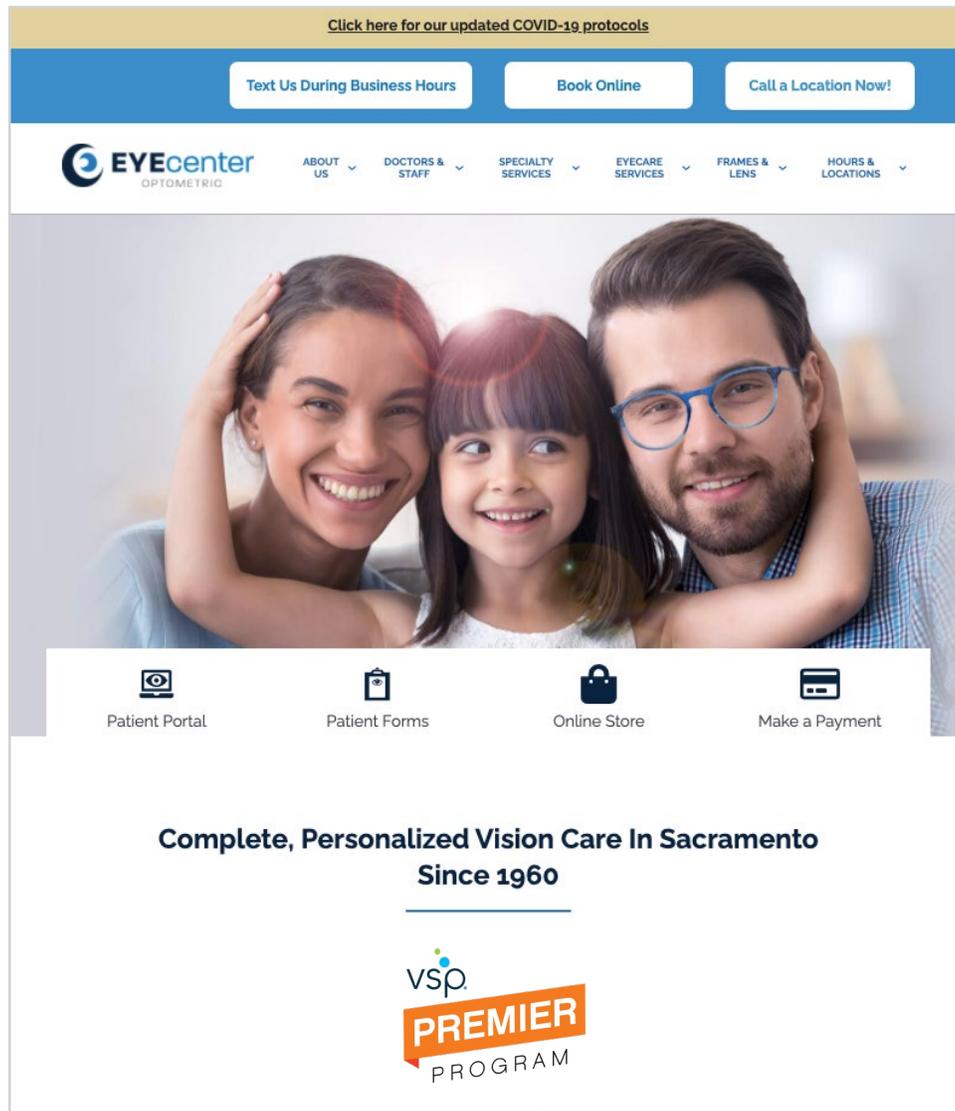
Are you getting the most out of your website package? It's a great time to check in with your website vendor and discuss areas of opportunity.

Unsure who your website provider is or where to start? We're here to help! [Reach out to us](#) to get your complimentary website audit.

DID YOU KNOW?

**70-80%**

of people research a company online before visiting the small business or making a purchase with them<sup>3</sup>



This website features important calls to action in a clear spot at the top of the web page. The practice also places their frequently visited pages in an easy-to-find spot in the middle of the page.





### THEY SAY FIRST IMPRESSIONS ARE EVERYTHING

It's true!

A strong online reputation secures your position in the marketplace, results in more referrals, and makes it easy for patients to choose you. As the patient experience continues to evolve, we hope to empower you to expertly respond to all feedback online and grow patient satisfaction.

*"When I ask a new patient how they found my practice, they say Yelp. Having a 4.9 star rating on Yelp is the most effective marketing tool that I have."*

**Dr. John Larcabal**  
Norwalk Family Optometry  
VSP® Premier Practice

### SEARCH YOUR PRACTICE ONLINE

Try searching online for your practice, or what a patient might search in your area.

**Ideas:**

- Your practice name
- Eye doctors near (enter your ZIP code/city)
- Optometrist near (enter your ZIP code/city)

### HERE'S WHAT TO ASSESS AFTER YOUR SEARCH:

- How is your practice being presented online?
- Is the information accurate, including your location on the map?
- What do your ratings and reviews look like?
- What themes or areas of opportunity have you identified?

### DID YOU KNOW?

# 93%

of internet users read online reviews<sup>4</sup>

# 80%

of prospective patients are using online reviews to choose a new provider<sup>5</sup>

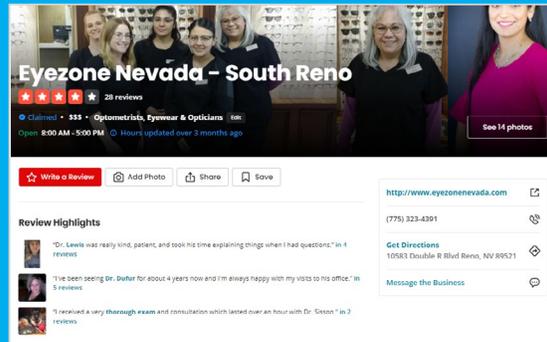
# 84%

of consumers trust reviews as much as a personal recommendation<sup>5</sup>



## TIPS TO IMPROVE REVIEWS

- Read them!
- Set expectations with patients
- Ask patients to leave reviews—the more reviews you have, the better your score
- Call after appointment/pickup and check on frames and service



For more information and tips, check out the [Reputation Management](#) section of our website.

## DOWNLOADABLE MARKETING RESOURCES FOR MORE PATIENT REVIEWS



[DOWNLOAD SOCIAL TILE](#)



[DOWNLOAD PRINT POSTER](#)

## 5-STAR SERVICE: SEND A FOLLOW UP EMAIL

Dear Terry,

Thank you for your recent visit to our office. We are happy to have you as a patient. We hope you were satisfied with your experience in our practice! If you were, we would greatly appreciate if you left us a review on Google to let us know. Positive reviews from patients like you helps us continue to grow and provide the best service we can.

Thank you for your support!



1. Try out these plays by downloading all of the content provided.
2. Explore the latest [practice marketing toolkit](#)—equipped with customizable digital graphics, posters, and mailers!
3. [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.

## GET IN TOUCH WITH US



**Website:**

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[mymarketingteam@vspglobal.com](mailto:mymarketingteam@vspglobal.com)



**Facebook:**

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