



Best Practices to Attract Patients to Your New Location



My Marketing Team™

Patient Engagement Tips for Your Grand Opening

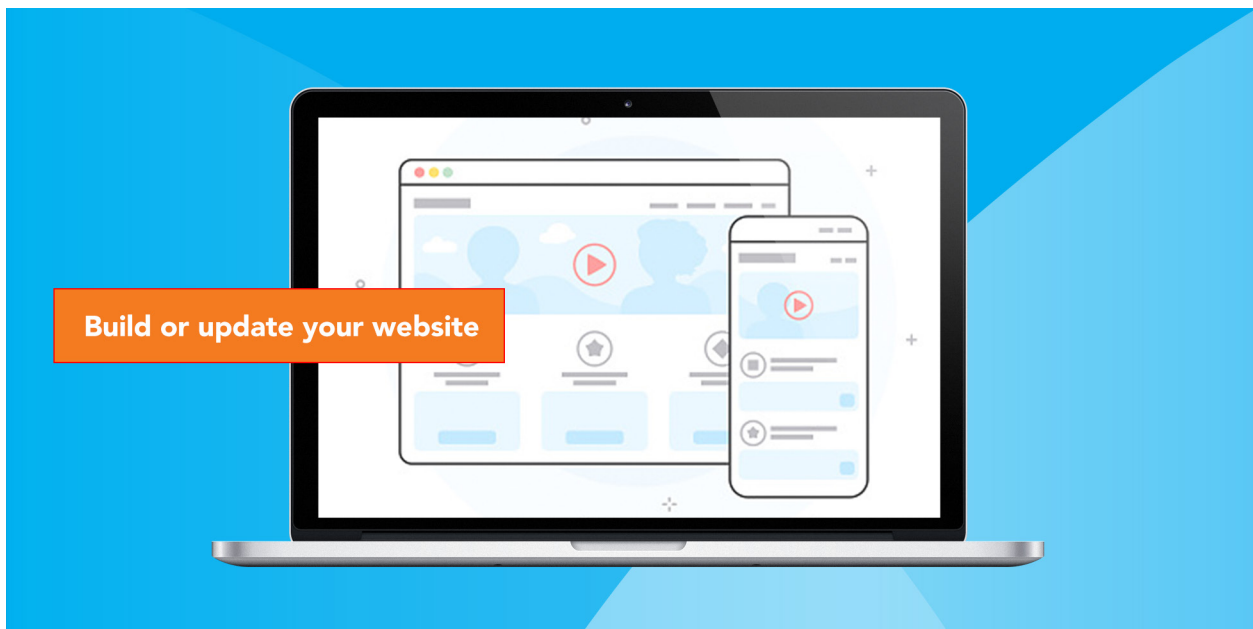
Congratulations on your success! Starting a new practice or adding a new location is exciting! As you prepare, here are some tips to help you engage with patients and your community.

Use this guide as a checklist for success!

Online Presence: Your Website

Make it easy for patients to choose your practice with a strong online presence.

- As soon as you finalize practice details, add relevant information to your website. Many potential patients will look for a website to learn more about your practice.
- Claim your Yelp and Google My Business listing and optimize with photos. Learn more about Google My Business and Yelp [here](#). ✨
- Do a thorough audit of your brand to ensure that your website and all other marketing materials convey the message, look, and feel that you're aiming for.

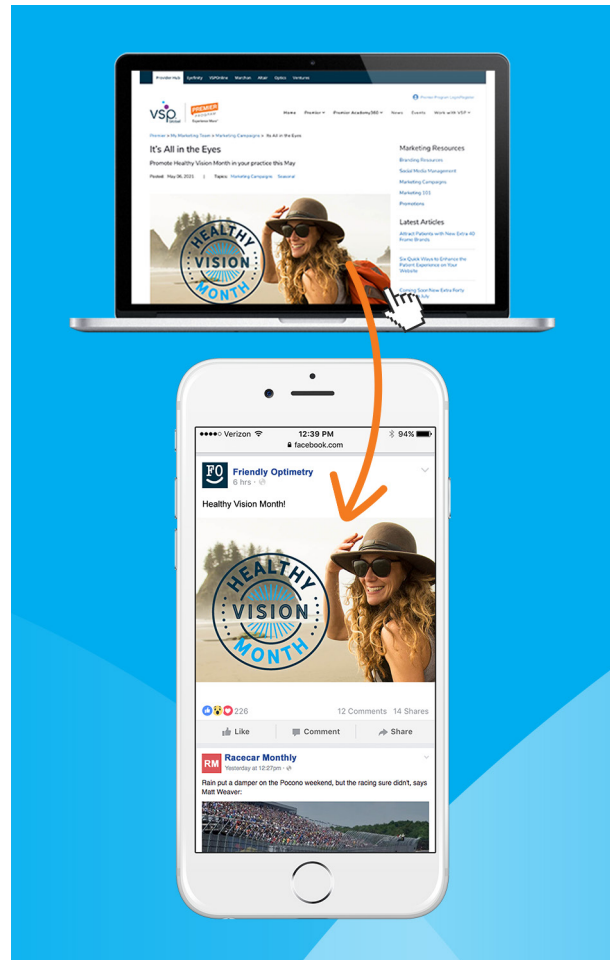


Online Presence: Social Media

We recommend sharing frequent status alerts about your opening on social media. Facebook and Instagram Live are great options to connect with your followers in real-time.

- Share hours and services.
- Engage with patients via stories or posts.
- Answer questions about your new location.
- Share your safety measures, such as social distancing, sanitizing, and more.
- Post a countdown before doors open to generate buzz.
- Follow and interact with local businesses in your area. Share that you are opening a new practice and look for ways to partner.
- Invite followers and local businesses to your Grand Opening event if you choose to have one.

[Find My Marketing Team](#)
[social campaigns to use](#)



Online Presence: Your *Find A Doctor* Listing


It is important and lucrative to stand out from the crowd. With more than a million page visits a month, the VSP® *Find A Doctor Directory* helps many patients connect with your practice. You can easily update your listing on the VSP *Find a Doctor Directory* within minutes.

[Learn more here!](#)



Online Presence: Use Video to Tell Your Story

Introduce staff members, tell your unique story, and humanize your practice.

- Have staff members share fun facts about themselves and what they do at your practice.
- Encourage your staff members to share the videos on their own social media and tag your practice.
- Share a staff “try-on” of any frames you want to feature.
- Learn more about creating video content for your practice [here](#).

Connect with the Community: Think Local

Meet with local organizations and build neighborhood connections.

- Look at securing a booth at a farmers’ market or community event to promote your new practice.
- Host virtual meetings with local organizations or build on existing neighborhood meetings to unify and cross-promote your new practice location.
- Consider highlighting another local small business once a week on your social media and promote them within your practice through giveaways or co-branded signage.
- Join your Chamber of Commerce or any other community small business organizations.



Connect with the Community: Text and Email

Send out text and email updates to your patients through patient engagement tools such as SolutionReach and Weave.



Connect with the Community: Research Your Neighbors

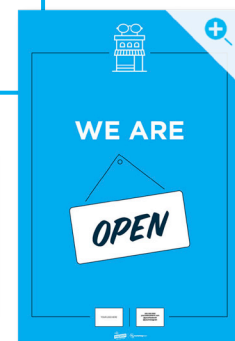
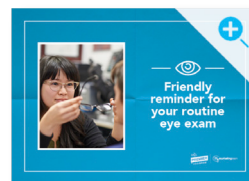
Check out how other practices in the area are sharing their details. Every practice will have unique updates, but it will be helpful to see what other offices are doing. Assess their social media presence, Google search results, website layout, and more. Understanding how others in your neighborhood are approaching marketing can help you develop a competitive edge.

Connect with the Community: Print Marketing

To effectively get your message out, it is important to implement print marketing alongside your digital strategy.

- Download door sign templates from My Marketing Team [here](#), customize them, and print locally through Staples Business Advantage.
- Consider creating a customized mailer to send to the local community.
- Decide if paying for traditional advertising in a printed format, like a neighborhood magazine, is for you.

[Download or purchase sign templates](#)



Consider a Grand Opening Event

Make it a party! Create flyers and announce on social media that you are hosting an in-person Grand Opening event for your practice if you and your community feel comfortable with this strategy. If not, you can always host a virtual event instead.

- Showcase the frames you have in office on social media and to visitors checking out the new business.
- Use the Grand Opening event to host a Trunk Show that highlights specific frame designers.
- Utilize staff members to act as influencers and interact with guests, both virtually and/or in person. This will make your services feel more personal.
- Host a contest with giveaways to garner extra attention from the community.

Looking For Additional Support?

Have questions or comments about your specific practice opening plan?

Get in touch and let's chat about it!



Website:

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