



Q3
2022

Optical Marketing Playbook

Marketing tips and tools for your practice
to have a successful quarter.



My Marketing Team™



Introduction

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 Vision™ Premier Program, we're here to support you with marketing tips and resources.

This quarter's marketing playbook is **all about back-to-school season** and breaks down an easy-to-implement game plan so you can spend more time caring for your patients!

Contents

1	Does Your Online Marketing Make the Grade?	
2	Ace Back-to-School Marketing in Your Practice	
3	Back-to-School Marketing Supplies	





Believe it or not, the beginning of the school year is just around the corner! Now is the perfect time to start sharing the importance of eye health with your patients so they can beat the rush when the school year starts. Check out these online marketing tips to promote back-to-school to current and potential patients:

EVER THOUGHT ABOUT PARTNERING WITH A SOCIAL MEDIA INFLUENCER?

Collaborate with a local influencer, parent, or teacher with a large social media following in your community to help you promote the importance of children's eye health.

DID YOU KNOW?

83%

of parents are using social media?



1. Identify a friend, parent, or teacher who is active on social media with a strong following (Even a couple hundred followers can go a long way!).
2. Ask them to post content (ideas below!). When they bring their child in for the exam and it's time to pick frames, ask them to post a photo or video on their social media.

STORIES, POSTS, OR REEL IDEAS

- A video or photo of their child trying on frames.
- A photo of their child sitting in an exam chair.
- A photo of their child and the doctor smiling.



MUST-HAVE COMPONENTS OF AN INFLUENCER POST

- Your practice's location added to the location tag.
- Your practice's social media handle in the post or video.
- The influencer's message about the great experience at your practice—in their own words.
- Relevant hashtags, including your practice name, city/state, and any other local hashtags that will expand their reach.

FYI: These components also apply to the posts your practice shares on Facebook or Instagram!

[LEARN MORE ABOUT INFLUENCER MARKETING](#)



FIND AN A+ FIT

Fit is essential for any child's glasses. Children who are uncomfortable with the fit and style of the frames may go out of their way to avoid wearing them. Use social media or in-practice signage to highlight the importance of having light, comfortable, and durable frames for children! Now would be a great time to promote junior frames.

LEARN HOW

to create a fun
Instagram Reel on
the topic!



HOST A BACK-TO-SCHOOL GIVEAWAY

Partner up with local businesses for a big back-to-school giveaway on your social media channels. This will help boost your following in the community and give you more opportunities to educate parents on children's eye exams, digital eye strain, and comfortably fitting eyewear.

FIND OUT HOW

DOWNLOAD BACK-TO-SCHOOL SOCIAL GRAPHICS



Recommended copy: Ace the new school year with fun frames and healthy vision! Call our practice to schedule your child's eye exam before class is back in session [insert practice phone number].

DOWNLOAD SOCIAL GRAPHICS

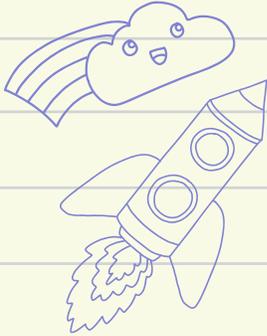
Not sure which social media channel you should be using to share this information? Watch this video from one of our optical marketing experts to find out!



SEND AN EDUCATIONAL EMAIL

Send a newsletter to your patients that's all about back-to-school! Here are some ideas for what you can share:

- Why kids should get eye exams before starting school
- Testimonial or Q&A from parents of kids with glasses
- Info on digital eye strain and blue light lenses
- Importance of comfortable eyewear
- Frame promotions or giveaways
- Children's eye health facts

A blue line-art illustration of a smiling cloud wearing glasses, positioned above a rocket ship. A blue curved arrow points from the rocket ship area back to the first bullet point in the list.

If you don't want to ask a patient, [here's a great article](#) you can share from a mom that keeps eye health top of mind when her kids head back to school.



BACK-TO-SCHOOL EMAIL COMMUNICATION

Here's an example of a back-to-school patient email!
Feel free to use this for your own communications.



SUBJECT LINE: Schedule Your Child's Back-to-School Eye Exam Today!

As the summer fun slowly fades away, back to school planning is in high gear. It's the perfect time to schedule back-to-school eye exams. Healthy vision is a tool that every child needs to start their school year strong.

Just one hour with your optometrist during an annual comprehensive eye exam is an important part of getting ready to head back to school and will let you know if your child is experiencing any issues that could affect their learning and ability to participate in activities.

Visit <insert practice website> to learn more or call us today at <insert practice phone number> to schedule your child's appointment!



LEVERAGE YOUR VENDOR PARTNERS

Download free back-to-school marketing content and resources from your vendor partners:

B+L

Login to the REACH portal and download back-to-school marketing assets from Bausch + Lomb [here](#).*



BAUSCH + LOMB
See better. Live better.

WESTGROUPE

Download graphics for WestGroupe's 2022 SuperFlex Kids collection [here](#).



ZEISS

Download back-to-school digital supplies from ZEISS [here](#).



MAUI JIM

Download graphics for Maui Blue Light Protect™ from Maui Jim [here](#).



Interested in learning how you can automate text messages and emails to your patients for back-to-school reminders? Click on the logos below to learn more about how our VSP® Premier Program Partners Eyefinity®, Weave, and Solutionreach can help you stay engaged with your patients.



*Practice will need to register on the portal in order to access the assets or initiate any campaigns.



As you know, healthy vision is a tool that every child needs to start their school year strong. Sharing that information in your office is just as important as promoting it online! This is a great way to reach existing patients with children and remind them that class is almost in session. Follow these tips to help your patients have a stellar school year:

PROMOTE STYLISH SELF-EXPRESSION

Share new eyewear that patients will be excited to show off on their first day of school. Create a fun back-to-school-themed display at the front of your practice highlighting fashionable frames that pop.



Let your youth patients ROCK THE HALLS in style with a variety of brands to choose from. Buy more brands, earn more rewards! For each youth brand added, receive a Tango® Gift Card or Branded Gifts. If three or more youth brands are added, earn additional Tango Gift Card Rewards!

Contact Your Marchon or Altair® Sales Representative Today!

[LEARN MORE](#)



EDUCATION DURING EYE EXAMS

Don't forget to educate parents and their children during eye exams about the importance of eye health! It's a great opportunity to discuss the benefits of **TechShield® Blue** light lens coating and how it can combat digital eye strain. Help them avoid the blue light blues and show them the difference between blue light lens coating and non-blue light lens coating while looking at a digital screen.



[DOWNLOAD BLUE LIGHT GRAPHICS](#)

VIDEO SPOTLIGHT

Want to learn more about back-to-school marketing from an expert? Watch our latest My Marketing Minute video "Ace the New School Year with these Marketing Tips"!



HOST AN EVENT

Invite your patients with children to a back-to-school event at your practice! Place different stations around the office to talk about the different elements of back-to-school eye health.

Event checklist:

<input type="checkbox"/>	Educational materials or presentation	
<input type="checkbox"/>	Fun games, giveaways, and prizes	
<input type="checkbox"/>	Frame fit check station	
<input type="checkbox"/>	Healthy snacks to promote healthy eyes	
<input type="checkbox"/>	Frame fashion show	
<input type="checkbox"/>	Special promotion	

THIS IS YOUR SIGN TO HANG UP SIGNS

It may seem small but placing signage in and around your practice will help remind your patients that back-to-school is just around the corner!

Window decals and sandwich boards outside are great for attracting new patients, and posters inside are ideal for reminding your existing patients. You could even engage patients by hanging back-to-school trivia signs around the office with prizes for correct answers.



SCHEDULING EYE EXAM FOR BACK TO SCHOOL

Share this infographic with your patients! Print it out to hang as a poster in the office or pass out as flyers to parents.

Five Reasons to Schedule an Eye Exam for Back-to-School

vsp.
vision care

1 Undiagnosed Vision Issues Can Impact Learning

As much as **80%** of a child's learning is visual

1 in 4 school-aged children has an undiagnosed vision problem

2 Kids Need an Eye Exam Now More than Ever

95% of parents noticed their **kids' screen time increase** due to social distancing guidelines

64% reported screen time **increased by 30-50%**

3 Signs of Vision Issues



- Sitting too close to TV
- Holding reading material close to eyes
- Frequently rub eyes, squint, or blink
- Academic performance below potential

4 Health Benefits of an Annual Eye Exam



- Checks for health of the eyes and eye diseases
- Early detection of signs of diabetes and other chronic conditions
- Creates a baseline for changes in vision
- Checks for mobility and eye coordination

5 Vision Screening vs. Eye Exam



Vision Screening

- Clear Vision

Eye Exam

- Clear Vision
- Signs of Chronic Disease
- Color Vision
- Eyes Working Together
- Eye Health



3 out of 4 parents say they get regular eye exams, but only half take their kids yearly.

Visit [vsp.com](https://www.vsp.com) to find an eye doctor near you.

Sources: AOA, Prevent Blindness, Tinbeans Insights Lab, Vision Care survey.

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DOWNLOAD THE INFOGRAPHIC





Here is a recap of our marketing resources to help your practice score top of the class during back-to-school season and beyond.



JULY



AUGUST

[DOWNLOAD THE LATEST MARKETING CAMPAIGNS](#)[DOWNLOAD ALL BACK-TO-SCHOOL MARKETING CONTENT](#)

Did you know that practices participating in the Premier Program at the Platinum level have complimentary access to Hootsuite? Hootsuite is a seamless, easy-to-use social media platform to consistently post on your practice's social accounts.

[Request your account here!](#)

Looking for more in-depth marketing help? Contact us to learn how your practice can receive a consultation from one of our marketing experts.



HERE'S WHAT TO DO NEXT:

1. Download all the content provided to try out these plays.
2. Missed the Q2 playbook? [Check it out here](#) to find more marketing tips and ideas.
3. Catch up on the latest [My Marketing Minute videos](#) to help you save valuable time on your practice marketing.
4. What's working for you? We'd love to know. [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:

MyMarketingTeam.com



Email:

MMT@vsp.com



Facebook:

[Message us](#)
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