



Write Your Practice's

Strategic Marketing Plan for 2019

THE STEP BY STEP GUIDE TO MARKETING RESULTS FOR YOUR PRACTICE



WWW.EYECAREPRO.NET

Just a Little Bit of Planning Can Mean a Lot of Results

It's a chore, I know. But anything worthwhile requires a plan. This book is dedicated to providing you all the tools and processes you need to create a world class marketing plan specific for your practice.



A Difficult Task

This may be one of your most challenging tasks. It is sooooo difficult for so many. Equal in difficulty to dieting or smoking cessation.

What is it? **Planning.**

We never have enough time and this is largely due to a lack of planning. Planning saves immeasurable time and coordinates our activities to provide an even better outcome.



The Plan: Make two, 30 minute sessions

Today we break the circle of silence on the planning taboo and we will show you an easy-to-use, [optometric strategic marketing plan](#) that is sure to have a positive impact on your practice success in 2019.

I dare you to try it (a dare always motivates me).

Set your clock for 30 minutes. You'll need two, 30 minute sessions. There is not a lot to write, but there is a lot to think about. By the end of your second planning session, you will have a sure-fire, winning marketing plan that will fill your lobby with new patients to the point that office expansion is required and...

OK, that's an exaggeration. But it will certainly make you act and behave differently, and that change will make all the difference in your practice results.





2019 is next year and that's not so far away... or is it?

Why now!? Why should you be planning in October when January 2019 is months away. October is a great month to take stock of 2018 and be able to identify what services to continue and grow, which are anemic and in need of a boost and which need to be stopped and replaced with new services.

Companies across North America are looking at 2018 data right now and making decisions on what will improve their 2019 results.

Your turn.

Planning for Plans

The following page contains the one-page outline for your plan. Why an outline? You will quickly see where the holes in your plan exist and how each activity (box) interacts with another. All situated on one page for easy reading, implementation and sharing with your office team.

Feel free to create a more detailed version to accompany the one-page planner (one page per box). Make sure you are ready and able to share your completed plan with your entire team.



Strategic Plan 2019

1. Your Goal		2. Your Target Patient	3. Community Education	4. Your Brand	5. Your Staff
x	Value of Patient	Marketing Costs	ROI	=	
6. Your Story (Campaigns)					
Jan.	May	Sept	Zip	Communities	
Feb	Jun	Oct	Zip	Communities	
Mar	July	Nov	Zip	Communities	
Apr	Aug	Dec	Zip:	Communities	
STEADY					
8. Your Website		9. Social Media	10. In Office	11. Reviews	12. GoogleMyBusiness
					13. Referrals
OCCASIONAL					
14. Community Outreach		15. Collateral	16. Public Relations	17. Promotions	18. Direct Mail
					19. PPC
20. Events					
21. Prepare 2020: A Year of Vision					

The Plan: Get a pencil and an eraser

Print out a copy of the previous page and sharpen your pencil. Better yet, print out two copies – one for drafting and one to write the final (?) version.

Yep. You will be doing a lot of changing, (writing and rewriting, rewriting some more) and I find a pencil superior to crossing out, and significantly easier than typing in the computer. Trust me on this. Planning is a tactile process. You'll need to touch and feel your plan and a pencil will give you all the freedom you need.

eyecarepro
The power to build your practice

Strategic Plan 2019

1. Your Goal		2. Your Target Patient		3. Community Education		4. Your Brand		5. Your Staff	
# New Pat. Appoints	x	Value of Patient	=	Marketing Costs	=	ROI			
6. Your Story (Campaigns)		7. Choose Your Geography							
Jan.	Jul.	Zip	Communities						
Feb.	Aug.	Zip	Communities						
Mar.	Sept.	Zip	Communities						
Apr.	Oct.	Zip	Communities						
May	Nov.	Zip	Communities						
	Dec.								
9. Social Media		10. In Office		11. Reviews		12. Events			

Asking the Right Question

I am notorious for asking, “What are we trying to accomplish?” at the start of any project. It’s important. Most people don’t just jump in a car and drive. They have a destination and if they don’t, well, they will soon end up somewhere they don’t wish to be.

We’ll make this first box easy. Your goal is **new patients**. That’s it. Not new lobby furniture. Not a new OCT. Not hiring staff. Those are *process* activities. The end of this story is and always will be... **new patients**.

It is important to keep this in mind as we move from box to box because in each box we should ask ourselves, “How does this help us get **new patients?**”

Can’t answer that?

Perhaps it is not a worthwhile activity.



A woman with red hair, wearing a black one-piece swimsuit and blue fins, is diving underwater. She is positioned diagonally from the top left towards the bottom right. Bubbles are visible around her head and fins. The water is a deep, clear blue.

Before we do the planning deep dive...

...a few big ideas for 2019 to
guide you in your strategy.

The Patient's Journey

The Patient's Journey: Is your marketing touching on each step?

There are four steps in every patient's journey through your practice. Make sure your marketing addresses each one. There are four steps that move a person from having no understanding of eye care or understanding your practice, to walking out of your office door ready to tell all of their friends about the great experience they had with you and your staff.

AWARENESS

CONSIDERATION

DECISION

EXPERIENCE



Awareness

Raising awareness is traditional marketing. Making people in your community aware of

1. the need for eye care and
2. your practice in particular

Almost anything goes when creating awareness but the key is... you have to do it. Billboards, direct mail, websites, posters, community events – all qualify as ‘awareness raising’ if the content of these materials is focused on #1 and #2 goals above.

Photo by [sarandy westfall](#) on [Unsplash](#)

Consideration

Once a person becomes aware of the need for eye care in their life, and perhaps having you as their eye care provider, they need to consider ‘why?’. They need to understand what ‘eye care’ means for them. This is the education portion of your marketing and it means matching your message to an audience – Back to school – young moms, presbyopia – professionals over 40.

Help your prospective patient consider their options when seeing you...their new eye care provider.

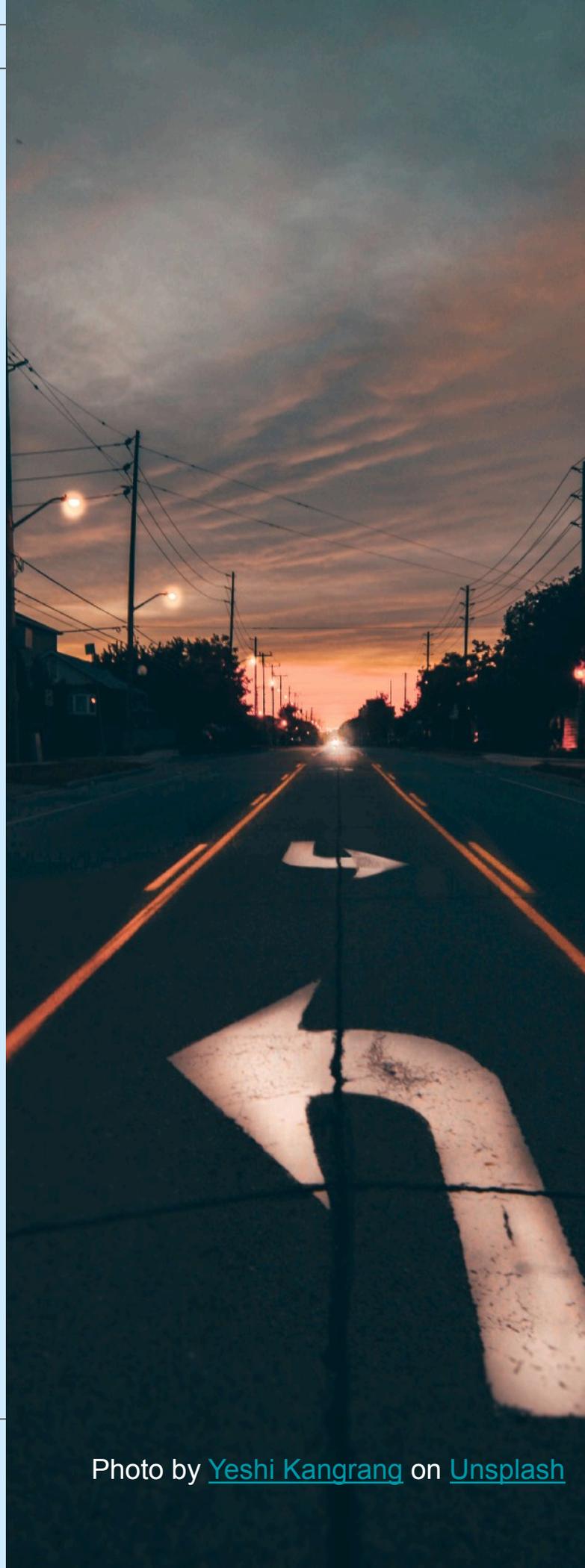


Decision

Decisions require a reason and you can help. This is the opportunity to provide a 'call-to-action' – why act on their eye care needs now?

- Contact lens rebate for buying an annual supply
- Free ortho-K evaluation for a different approach to vision correction
- Wake up free of dry eye
- New Classique frame line now available
- Miru contacts lens for the millennials in your community

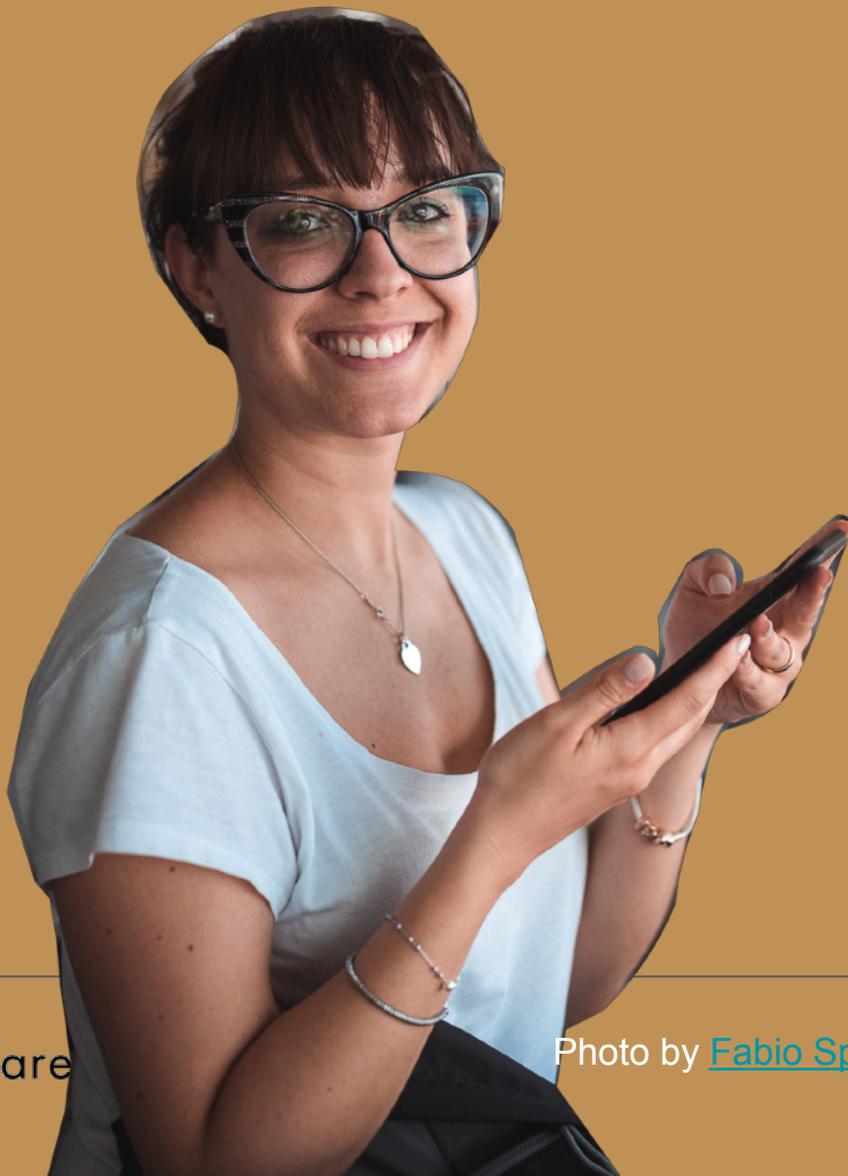
You get the idea. Provide a reason, not just a service.



Experience

Here's when you realize that your office experience *IS* marketing. From the moment a prospective patient dials the phone to the time they are walking out of your office after their first visit to your practice, it is one great marketing event that teaches this individual what you are all about.

Make sure your office stands the 'marketing test' and will leave your new (and current patients) asking for more.





Your Marketing Tools

You now have the big ideas you need to start reaching into your tool box for the best and most effective activities to achieve your new patient marketing goals. The following pages walk through specific marketing tools designed to help you get the word out, and get the patients in.

Mobile First

In the old days (last year), we generally designed online marketing activities for the computer and it also needed to work on a mobile device. At the time of this writing, appointments made through a mobile device are just shy of 50% of all online appointments and by the time you are reading this, it won't be surprising if mobile appointments exceed computer-based appointments.

Make sure your marketing in 2019 is oriented to the mobile wave of consumer activity.

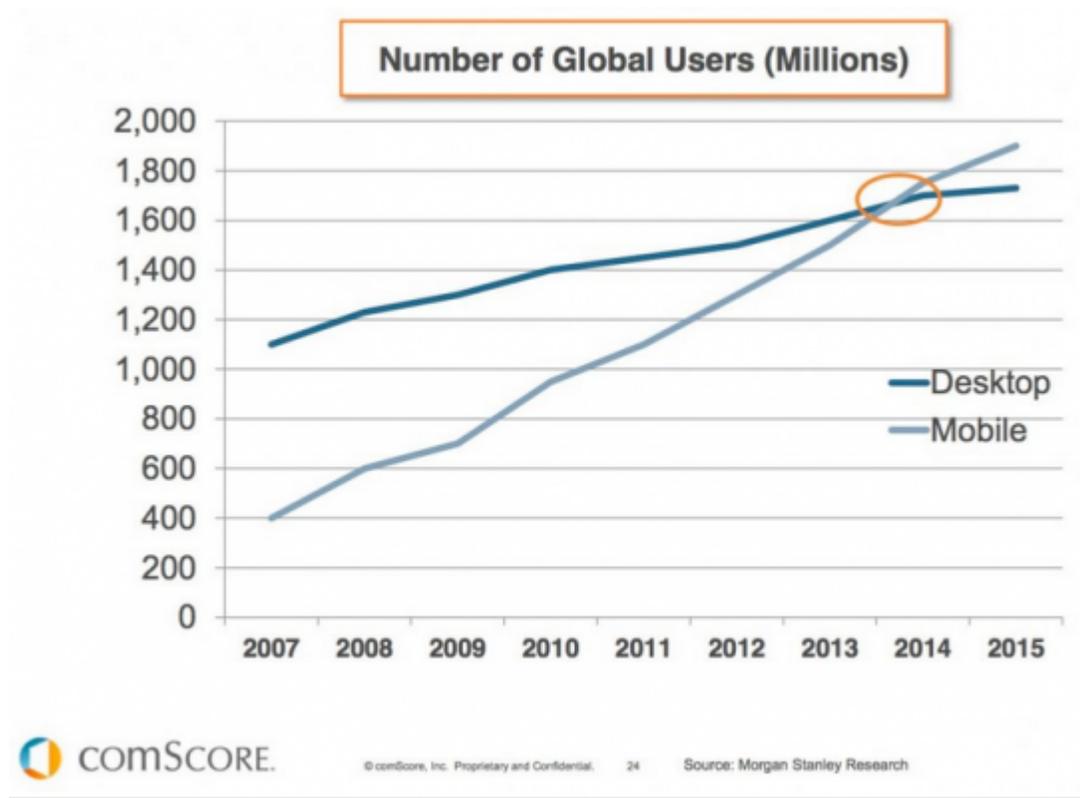


Your audience is mobile...

Young , old, rural, urban, rich, poor... it doesn't matter.
Everyone is mobile.

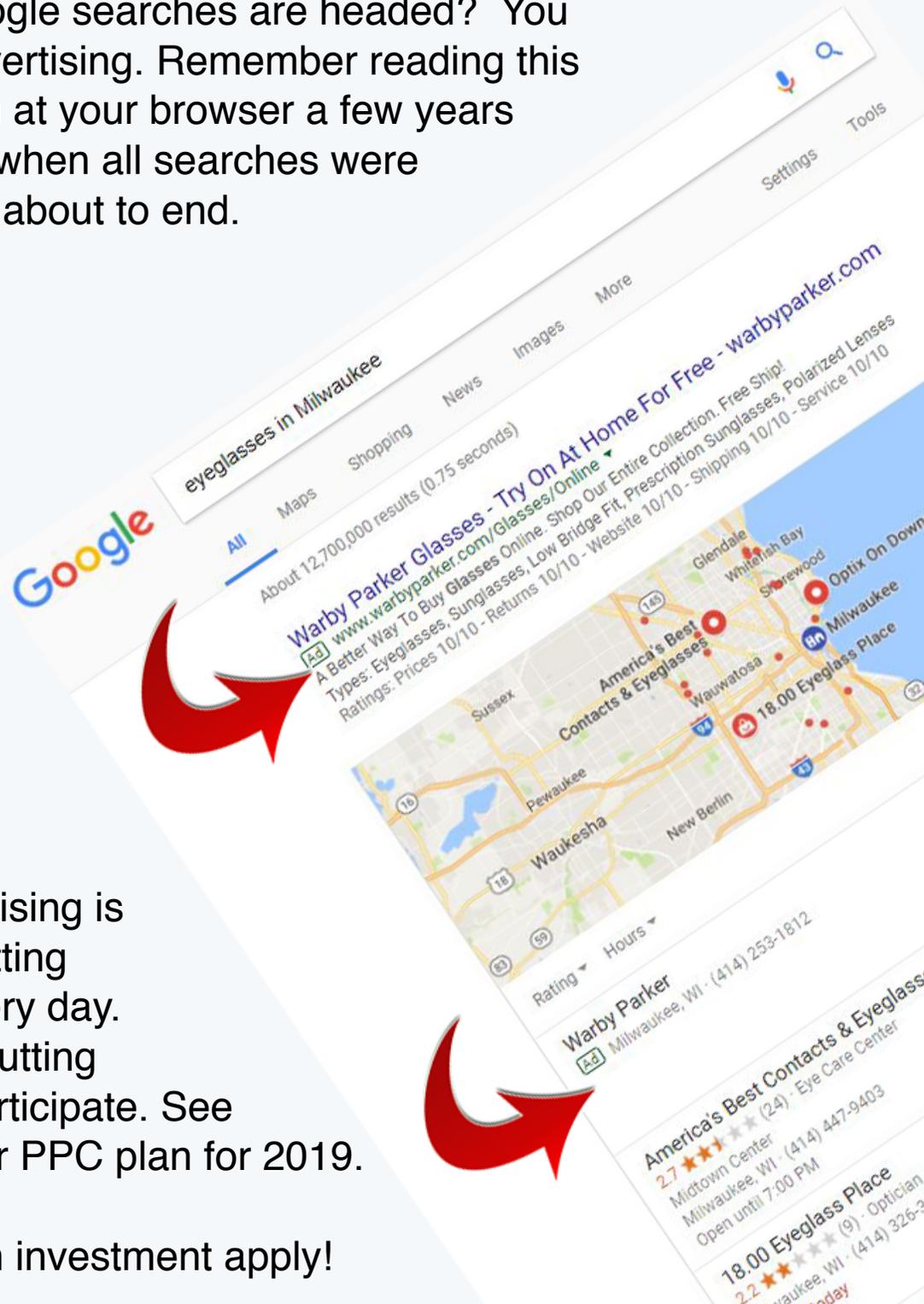
Catch yourself when you say something like, "People in my community are not online." "I serve a Medicare population and they don't use computers." "No one books their eye care appointments online." All of these statements indicate that the party is going on around you but you are totally unaware.

Instead, show up ready and able to communicate with everyone online and watch your schedule sizzle.



Online Advertising - PPC

Guess where all Google searches are headed? You guessed it - paid advertising. Remember reading this when you are gazing at your browser a few years from now and recall when all searches were once free. That's all about to end.



Pay-Per-Click advertising is where it is at and getting better and better every day. Make sure you are putting aside a budget to participate. See box 19 to create your PPC plan for 2019.

All rules for return on investment apply!

Online Advertising - Facebook

Facebook advertising is also an option in 2019. Not as expensive (and perhaps not as effective) as PPC, Facebook ads allow you to reach well beyond your constituents to alert them to specials (sales, new frame lines), events (trunk show, open house) or other calls to action. Try not to be too clinical in your Facebook ads. This is *social* media after all.

The screenshot shows a Facebook news feed interface. At the top, there's a search bar and navigation options for 'Ofra Lior', 'Find Friends', and 'Home'. The left sidebar contains navigation menus for 'FAVORITES', 'APPS', 'PAGES', and 'FRIENDS'. The main content area features a sponsored advertisement for eye care. The ad includes a photo of a woman and a child blowing bubbles, with the headline 'Enjoy the finer things of life with healthy vision!' and a 'Healthy Vision Awareness' badge. Below the photo, there's text about undetected vision problems and a call to action to 'Book an Appointment Today'. The ad has 99 likes and 2 comments, posted 4 hours ago. To the right of the ad, there are several sponsored posts: 'Natural Relief Slippers' from orthoheelusa.com, 'Improve Your Webinars?' from onlinemeetingnow.com, 'Walkme' from walkme.com, and 'Rustic Charm in a Vase' from 1800Flowers!.

Let's Plan!



Strategic Plan 2019

		2. Your Target Return	3. Community Education	4. Your Brand	5. Your Staff
# No. Appointments	Est. Value of Patient	Marketing Costs	ROI		
6. Your Story (Campaigns)		7. Choose Your Geography			
Jan.	Jul.	Zip	Communities		
Feb.	Aug.	Zip	Communities		
Mar.	Sept.	Zip	Communities		
Apr.	Oct.	Zip	Communities		
May	Nov.	Zip	Communities		
Jun.	Dec.	Zip	Communities		
8. Your Website	9. Social Media	10. In Office	11. Reviews	12. Events	
13. Community Outreach	14. Collateral	15. Public Relations	16. Promotions	17. Direct Mail	18. Referrals

YOUR TO DO

High level

This year we have modified our planning document to delineate between those activities that are steady, every-month tasks, and those that you will intersperse into your marketing schedule from time to time. Neither is more important than the other, we just wish to send the message that the occasional tasks need not be performed every month and would be challenging at best if you were to do that.

Steady vs. Occasional

Let's rock n' roll!

Photo by [Jason Edwards](#) on [Unsplash](#)



Box 1: Your Goal

This blue box corresponds to a box on the plan outline on page 7

Your task in Box 1 is to check your 2018 data to date. What is the monthly average of the number of new patients you saw in the first 9 months of 2018? 13? 31? 45? (total number of patients in 2018 through September 30 divided by 9). This is your baseline and our goal for 2019 is to raise that in a significant way.

Rule of thumb: Let's set 20% to 25% growth for 2019. That means if you had an average of 35 new patients (about 1.5 per day) each month in 2018, you might set a goal of 44 new patients each month (35×1.25 or an 25% increase = 44).

How does that translate into growth?

Collect the following data:

_____ number of new patients above your baseline
(in our example it is 3 ($18 - 15 = ?$))

_____ enter the value of a new patient in your practice (what does a typical patient spend joining your practice)

_____ cost of marketing.

What? You haven't planned on spending anything in 2019?

Rule of thumb: Set aside 2% of gross revenue for marketing and expect a 4% to 6% return across all marketing activities.

Now for the Calculations...

Let's put the information from the blue box into our monthly formula to measure the potential impact of our plan.

\$2,654 for 12 months means **an additional \$31,848** *after* you subtract your \$550 per month OD Lingo marketing investment.

Of course, this is conservative. Nine new patients with the right marketing plan is a slam dunk. Shoot for the stars!

	X		-		=	
# New Patient Appointments		Value of New Patient		Monthly Marketing Investment		Return on Investment

9	X	\$356	-	\$550	=	\$2,654
# New Patient Appointments		Value of New Patient		Monthly Marketing Investment		Return on Investment



Box 2: Your Target Patient

At a strategic level, you no longer want to attract just any patient to your practice.

Now is the time to understand [your expertise](#) and attract patients specific to that expertise. Here is a list of potential ideas, and of course, there are many more potential targets:

- Presbyopes (multi-focal patients)
- High end optical
- Ortho-K/myopia control
- LASIK Co-Management
- Glaucoma or AMD patients
- Diabetic Eye Care
- Vision Therapy
- Dry Eye
- Sports glasses
- Specialty lens patients
- Low vision

Choosing your target patient will move your average patient value higher by the middle of the year (you'll need to recalculate your return on your marketing investment!)

Box 3: Community Education

Now that you know your target audience, you must become the expert on that topic in the minds of your community. For example, if you are targeting the presbyopia crowd, the community must see you as the local presbyopia expert, and you have to educate your community about your expertise.



Box 3: Community Activities

Here is a list of potential activities that fall under this strategy. Choose those that fit your skills best (remember to push yourself a bit here).

- Local press releases
- Hold an open house and lecture on the topic
- Create a video on the topic
- Hold a free _____ screening day
- Volunteer to lecture at the chamber of commerce, PTA meetings, local businesses, and church groups
- Add a tagline to your logo: “Your area _____ expert” (check regulations in your area for use of the term ‘expert’)
- Provide a direct mail piece on the topic
- Publish a symptom checklist on your website
- Create a brochure for your office
- Write an article for the local newspaper on multi-focal lenses
- Create a partnership with your local booksellers (It is hard to buy more books when reading is giving you a headache)
- Visit your local primary care physicians and give them a small cheat sheet on _____ symptoms
- Put up a blurry billboard in a highly trafficked area educating passersby on a topic of your choice

Box 4: Your Brand

When we think of brand, we think about Coke, Nike, IBM, Coors. But brand is really the experience a consumer can count on when using the product. In this case, your brand category is eye care services and some brand values may be:

- Fast service
- Same day appointments
- Comprehensive
- Low cost provider
- High-end optical
- Pediatric focused
- Late hours
- Off hour emergency service
- Friendly*

*Beware of these 'soft' brand descriptors. To qualify as a brand, you have to stand out above the rest. Lots of practices are 'friendly'.



Box 4: Your Brand

What are the three (3) words that best describe your brand (customer experience)?

About us



Box 5: Your Staff
...is Crucial to Your Success

It's true. Your staff can be a major factor in the success of your marketing plan but you need to plan and educate them on their roles. If you are like most doctors, your staff has not played much of a role. They need to be invited to the marketing party.

Today, I'd like to show you the many ways they can be a positive influence. Your task is to choose the starting point for your team. As they get involved, see if there are a few new roles they can play in the coming year.



Box 5: Your Staff's Other Roles

Staff Role	Staff Responsibilities
Website Maven	Write one new article or blog per month to be posted on your website.
Facebook Fiend	Write two posts weekly for your Facebook page. Have patients try on three or four pair of frames they like, take photos and post them to have their friends vote on which pair looks best!
Referral Creator	Make sure all patients receive a referral card (this person may also be the In-Office Campaign Manager) (see below)
In-Office Campaign Manager	In the spirit of the 2018 mid-term elections, you need a campaign manager as well. This CM is responsible for handing each and every patient printed information for this month's campaigns (see Box 6 Your Story (Campaigns)). Each patient is a potential marketer for your practice. You just need to equip them.
Data Aficionado	'Inspect what you expect'. Nothing works better than tasks that are measured. Put a team member in charge of all things you want measured. It will be their responsibility to report out at your staff meeting. (# of new patients this month, # of missed appointments, # of certain type of patients i.e. your campaign focus). Tie the measurements to your marketing initiatives to ensure they are working.

Box 5: Your Staff's Other Roles (con't.)

Staff Role

Staff Responsibilities

Event Manager

If events are on your marketing agenda and they should be), make sure you put a staff member in charge. Mailings, dates, content, food, RSVP's... there's a lot to do and they will love the responsibility! (See Box 12 for more)

Lobby Experience Supervisor

Those moments when patients are waiting are precious (and hopefully few). Put a staff person in charge of making the little wait there is a) go away and b) be as pleasant and memorable as possible (give them a budget to work with... coffee and snacks available?) (see Box 10 for more)

GoogleMyBusiness Monitor (new for 2019!)

That is how important GoogleMyBusiness is in 2019. What's this staff member to do? Post weekly. Update photos. Respond to questions. Report on data (How many calls? How many patient appointments?) (see Box 12)



Box 6: Your Story (Campaigns)

Most doctors' ideas of marketing sounds something like this,

“I do all eye care for everyone!”

What does that mean? Is she talking to me? About what?

Our recommendation for 2019 is that you tell 12 specific stories about your practice if you are new to this, and 4 specific stories about your practice if you've been doing this a while and are at the strategic level of marketing. One topic per month (or quarter) – pediatrics, presbyopia, Dry Eye, ortho-k, you name it. When you are done, you will move to the next topic.



Box 6: Campaign Ideas to Get You Started

In 12 months, you will tell a robust (and specific) story about why your prospective patients need to come in and see you. Here are a few campaign ideas to get you started:

- Dry Eye
- Ortho-k
- Vision Therapy
- Any branded eye wear
- Allergies
- Computer Vision Syndrome
- Sunglasses
- Blutech
- Customer Appreciation
- Trunk show/open house
- Back-to-school
- OCT
- New doctor joining
- Father's/Mother's Day
- Nutrition
- Contact lenses
- Breast Cancer
- Holidays
- Specialty contact lenses
- Glaucoma
- Cataracts
- Flex Benefits

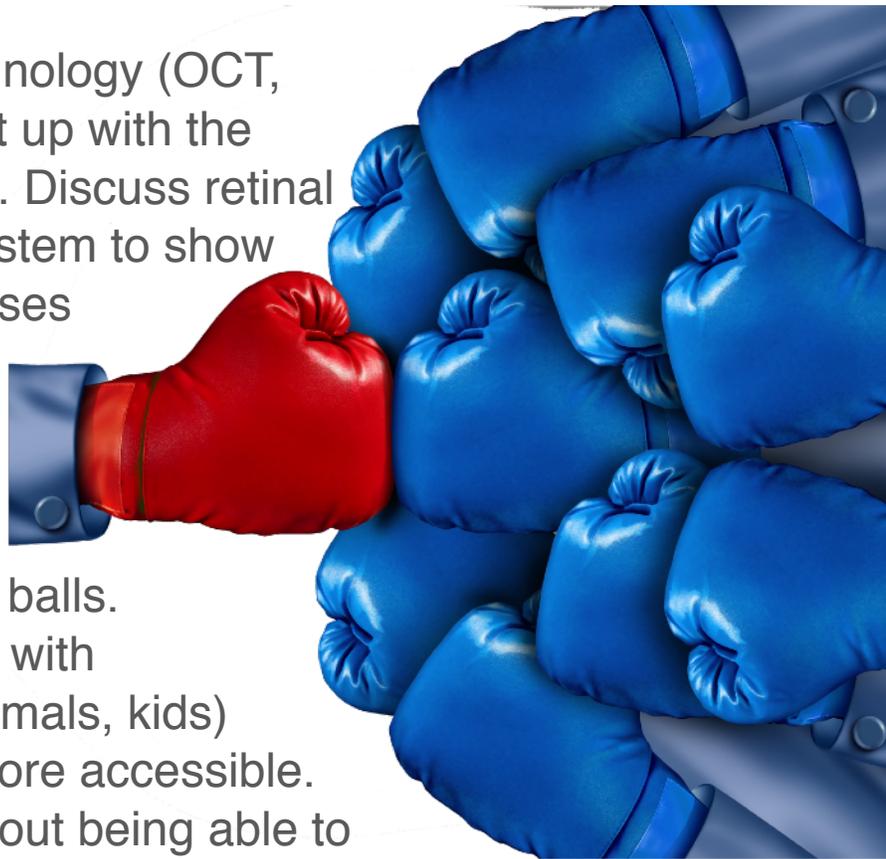
You get the idea.

In Box 6, fill in one topic per month if you are a practice new to marketing, and one BIG campaign per quarter if you've been doing this a while. Choose one every other month if you are somewhere in between. This should tie back to boxes 2 (Your Target Audience) and box 4 (Your Brand). Whew! This is getting exciting!

Box 6: A Few Campaign Techniques

Telling a story is not as easy as you think, but with a few techniques, you can wow them every time. Try these on for size:

- When talking about technology (OCT, topographer, etc.), pair it up with the problem you are solving. Discuss retinal disease with an OCT system to show how you do your diagnoses
- When campaigning, take a ‘healthy eyes’ approach avoiding discussions of disease and pictures of ugly eye balls.
- Pair disease campaigns with light hearted photos (animals, kids) to make the message more accessible. Treating glaucoma is about being able to see your grandchildren.



A light, positive tone packs a punch for your readers every time.

Box 7: Your Geography

I know you think you live in Columbus, OH (just an example), but your neighbors live in Westerville, Johnstown, Gahanna, and Clintonville.

When marketing, you want to be using geographic terms that help people see you as local, and when online, connect you better to search engine inquiries.

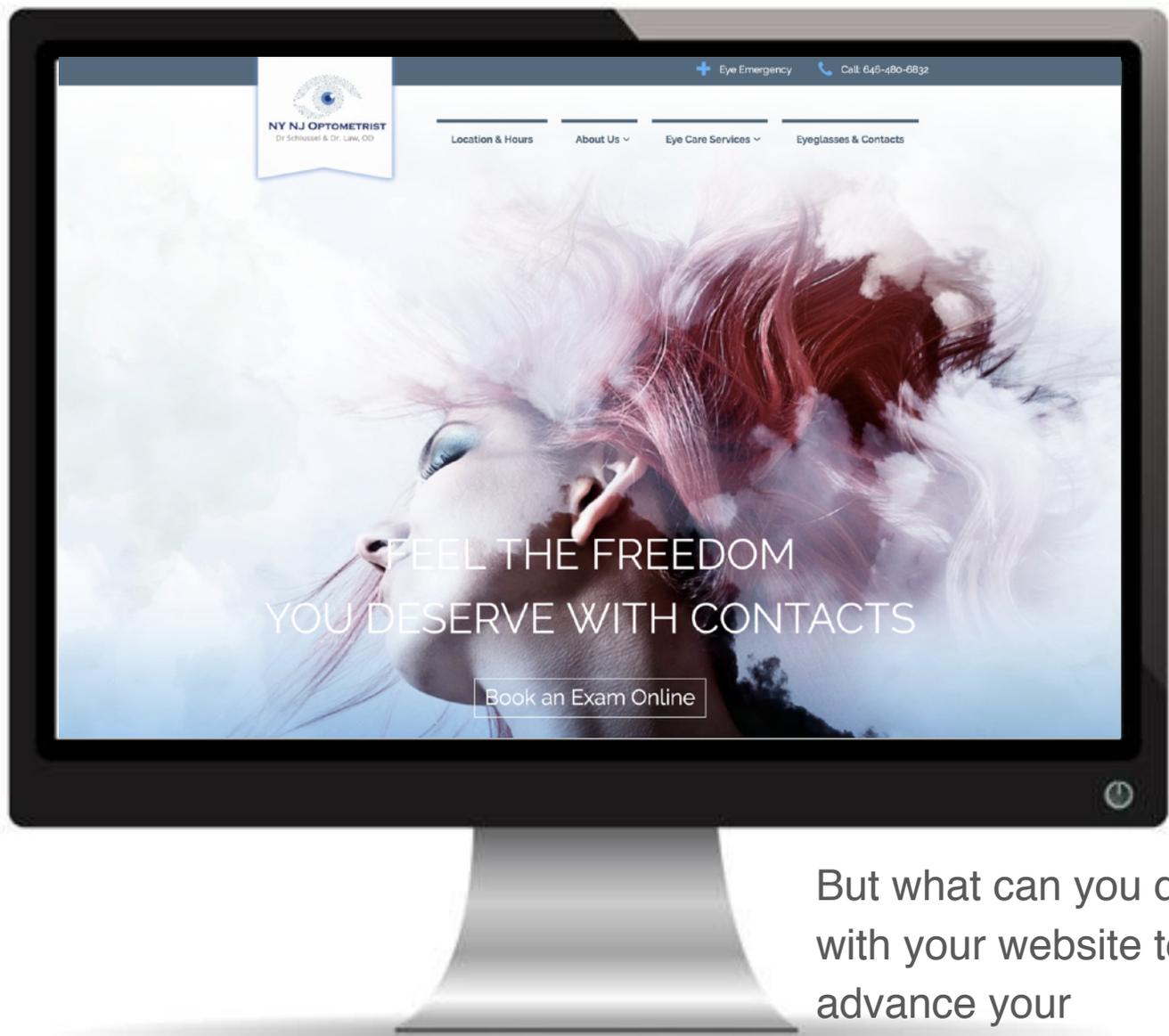
To help with this, list 2 to 3 zip codes you serve and the specific names of the communities within each. What's the community name? If you are a 'local' and you asked another 'local' where they live, their answer is how they will search online. We only tell people we're from Columbus if they are not from Columbus!

We now turn to your marketing tools. How will you get all of this great marketing accomplished!?



Box 8: Your Website

While this is not the **‘be all and end all’** of your marketing plan, in today’s mobile and computer-based society, your website provides a strong foundation. Imagine that your website is the knowledge side of your doctoring and your social media is your bedside manner. You need both.



But what can you do with your website to advance your marketing efforts?

Box 8: Your Website (con't.)

Here are a few ideas:

→ First make sure your website

- ◆ Has up-to-date information (your bio and photo, practice services, team members, office hours, forms)
- ◆ Has up-to-date design (when was the last time you updated your website?) Websites are fashionable like clothing. We can tell if you are still stuck in the '80s.
- ◆ Is mobile-enabled. Over 50% of online appointments are being made through a mobile device. Make sure you are ready to capture that audience
- ◆ Is robust. Remember that search engines key off of information. The more quality information your website possesses, the more likely you are to connect with Google, Bing and Yahoo.
- ◆ Asks for the appointment. In the end, a website is like a good resume. It's function is to get the interview or in your case, the appointment.

Box 8: Your Website (con't.)

...And a few more ideas:

Start a blog and write specifically to your campaign topic (see Box 6 to match your campaign ideas). Try twice monthly and work your way up to once per week.

Publish a **monthly article** on your website. Make sure to appropriately use the geographic terms (Box 7: Your Geography) throughout your article.

Create a new header for your homepage that highlights this month's topic (see Box 6).

Make sure:

- ◆ Your phone number is easy to find on every page top and bottom.
- ◆ The “make an appointment” button is prominent on every page
- ◆ Your address and office hours are easy to access and also appear in your footer (yes...on every page).



Box 9: Social Media

Now for the fun part. You may be thinking, “Social Media – Facebook, Instagram, Twitter, Pinterest, YouTube, Four Squared... where do I begin?” Remember that not all social media platforms are best for your purpose – patients seeking eye care. I hate to put too fine a point on this, but if it is not going to yield new patient appointments, discard it! It’s not worth your time and effort.

Our experience tells us that Facebook and YouTube are best for our optometric recruitment purposes. For now, focus on Facebook and build your online community.

Why is this important? Facebook, when developed, becomes a vehicle for you to tell your story (see Box 6). Going into 2019, social media still lags considerably behind other marketing vehicles for getting results. Don’t buy into the chatter!

Box 9: Social media do's and don'ts.

Do's

- Get your staff involved. Each staff member is the gateway to a community within your community.
- Put yourself out there. It is very difficult to motivate others to participate when you elect not to.
- Use photos! Have a camera ready in the office at all times.
- Use your Facebook page to have staff and patients model new eyewear designs.
- Use your social media site for announcements—new frame lines, open house, promotions.
- Post regularly (two to three times per week).

Don'ts

- Don't post patient information without a signed release form. Just have them handy.
- No ugly eyeballs. Facebook is not the place to discuss glaucoma or AMD or any other disease. This is the fun place. Keep clinical conversation to a minimum.
- Don't post about your staff without their expressed permission. Have a Facebook post writing session with your staff and have some fun with it.

Box 10: In Office

Your office, and the experience the patient has there, may be one of your strongest marketing and branding tools.

How does your waiting area look?

Is your receptionist (your office's first impression), one of the most highly prized members of your staff?

Do you offer patients coffee, water, a snack while they are waiting?

There's no right or wrong here, but the absence of a WOW! experience is a missed opportunity.



Box 10: Tips to enhance your Practice's
in-office experience

- Have fresh fruit available for snacking. (Assign this task to a staff member (see box 5). Not only are you catering to your client, you are teaching good eye nutritional habits and that can lead to any number of doctor-patient conversations back in the exam room.
- Decorate your office with the paintings and sculptures of local artists. It's free and you are also winning over a whole new crop of patients. Have your office staff form a committee (see box 5) for reviewing new incoming art. This could potentially lead to an art show and what better way to showcase good vision than looking at art.
- Bring each patient a glass of water while they are waiting. Don't wait to be asked. They will welcome that you anticipated their needs. Put a twist of lemon or orange to say, "You're special".

(Continued...)



Box 10: Tips to enhance your Practice's in-office experience (con't.)

- Make sure the patient goes home with a gift of some kind. Contact lens solution. Eye glass cleaning fluid. A redeemable coupon they can use themselves or giveaway. A gift certificate to the local bookstore (donated by the bookstore). Leave them with a lasting and unique impression.
- Teach your staff to overuse people's names. Always address people as Mr. or Ms. The formality will go a long way and conveys respect and value.
- Populate your waiting area with good reading materials (see box 14). Get rid of last year's Good Housekeeping!
- Track wait times and try to reduce it each and every month. Make a game of it with your staff and watch patient's delight when you are able to see them immediately.



Box 11: Reviews

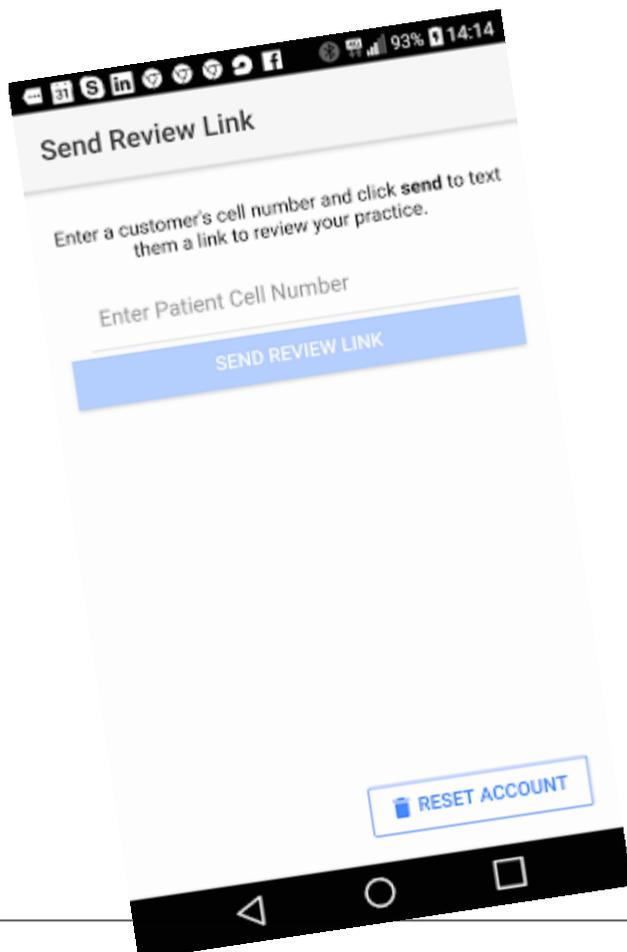
I think we all know how important reviews are practice and this will only increase in 2019. Make sure getting them (positive ones) are an active part of your 2019 plan.



Google Reviews are far and away the most important. It used to be that Google only aggregated other reviews such as Yelp, Angie's List, Healthgrades, and even SolutionReach. Today, all of that has changed. Google prioritizes it's own review and rarely even shows the others.

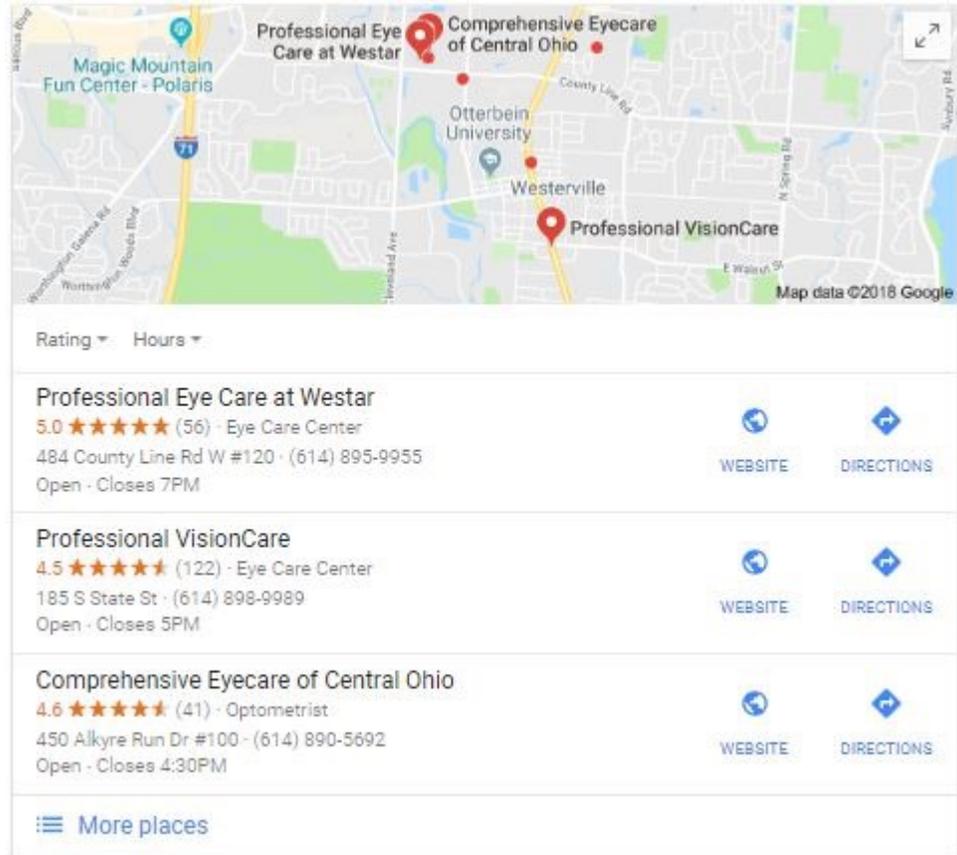
What's the plan? Ask for reviews. Have business cards printed with the link to leave a review. Make sure whoever is the last person to interact with the patient hands them a card (see box 5, Staff).

Try our review app that has been bringing in reviews and positing them on your GoogleMyBusiness listing quickly and easily! More reviews = more new patients. It's as simple as that.



Box 12: GoogleMyBusiness

Again, here is why Google reviews reign supreme. At the top of any search sits the “Local Pack”, featuring the 3 or 4 top results in the area. These feed right off your GMB and show your review average and number of reviews front and center. Here is where you differentiate yourself.



Making sure you appear on the local pack is all about solid Local SEO. Make sure that your GMB listing is up to date and completely consistent with the name, address, and phone number that appears on your website. Keep your GMB listing active! Post images, updates, responses to reviews (good and bad), and keep those reviews coming in.

Box 12: More GMB

Everything you want to know about your search results and everything you forgot to ask about it. Wow!

A website connection, directions via Google maps, hours of operation, photos, posts, promotions, reviews...I could go on.

This is the future of Google search and you want to be in on the ground floor.

Professional VisionCare ✕

[Website](#) [Directions](#) [Save](#)

4.5 ★★★★★ 122 Google reviews
Eye care center in Westerville, Ohio

Address: 185 S State St, Westerville, OH 43081
Hours: Open · Closes 5PM ▾
Phone: (614) 898-9989
Appointments: solutionreach.com

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Questions & answers Ask a question
[See all questions \(3\)](#)

Popular times ⓘ Mondays ▾

10 AM: Usually a little busy

Plan your visit
 People typically spend 20 min to 1.5 hr here

[More photos](#)

[Send to your phone](#) Send

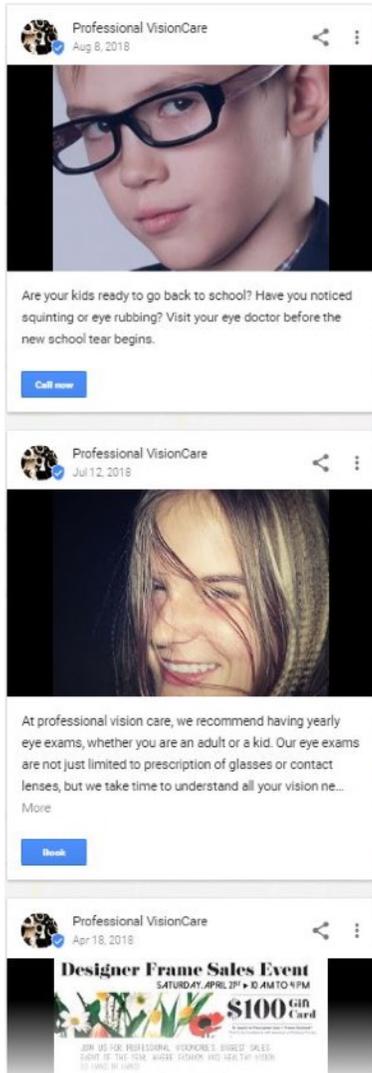
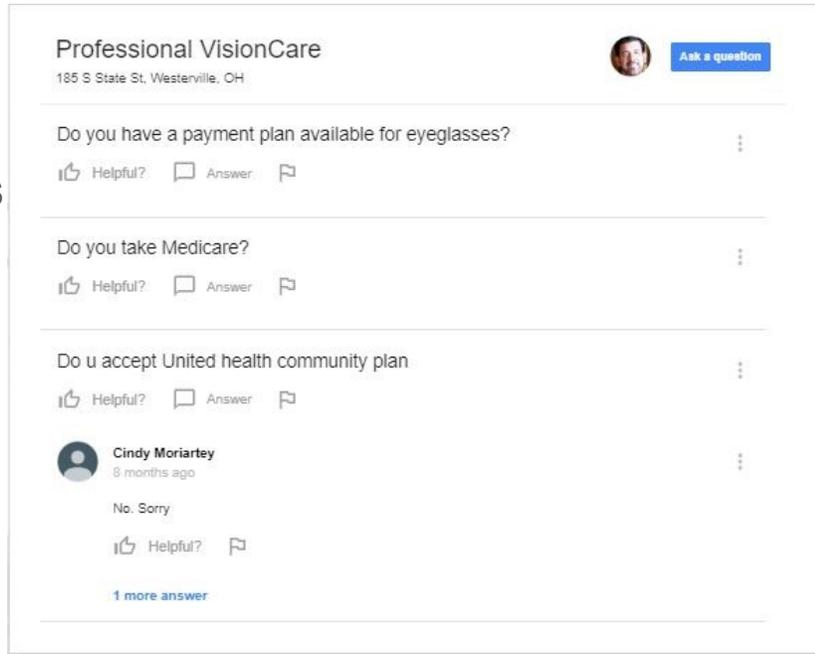
Review summary Write a review

5★ ██████████ **4.5**
 4★ █████
 3★ █████
 2★ █████
 1★ █████

★★★★★
 122 reviews

Box 12: More GMB

There's a lot to monitor and do to keep your GMB page alive, well, and attracting more visitors than ever before.



Make sure to answer all of the questions posted by patients (see above as this becomes a reflection of not only your answer, but your responsiveness. You'll be notified of questions. Respond quickly.

Post weekly (see left side graphic). This should be an emmy-award-winning post that really grabs the attention of users. (See Box 5 for assigning a staff member to manage all of your GMB tasks).

Box 13: Referrals

Active development of referrals has moved up the list in importance in 2019. This seems to be stating the obvious but the key word here is *active*. We certainly hope, and even expect referrals from our customers, but 2019 represents the year you will actively support a stronger referral process and stronger referral results.

Remember, referrals are different than reviews. Here you are asking patients to refer others to be patients in your practice.



Box 13: Referral Ideas for Your Perusal

→ Ask the right questions:

- ◆ “Have you considered an eye health gift certificate for your friends and family?”
- ◆ “We are reaching out to the community this month and was wondering if you knew a friend or family member who may be in need of our services. Could you complete our referral form?”

→ Incentivize staff:

- ◆ Have a ‘pay-for-referral’ program with your staff

→ Have a referral card sent with a ‘thank you’ to each customer leaving your practice this month.**→ Choose your referrals. HR directors, Internists, pediatricians and ophthalmologists are going to refer at a much higher rate than another patient. Make sure you have arranged to have lunch with all these professionals once in 2018.**

Box 14: Community Outreach

I recognize that this may be the hardest box in our planning document and one that many, if not most, optometrists will skip.

It will sound something like, “I don’t have time for that” and “Where would I even make a presentation?”. It’s OK. Public speaking is not for everyone, but I include it in our tactics because it is a reputation-building, relationship-creating, powerful tool. It is up to you to pick it up or skip to box 15.



Box 14: Possible Outreach Audiences

If you are interested in public speaking however, here are some helpful hints, audience targets and ideas. Remember, look back at box 2 (Your Target Patient) to discover who you should be speaking to and to box 3 (Community Education) for your topic focus, as this is one tactic to implement your community education strategy.

Audiences – this will be determined by boxes 1, 2 and 3

- Chambers of Commerce
- Sports teams
- Largest local businesses
- Local colleges and universities
- PTA's and schools
- Women's club
- Partner with a pediatrician for back to school talks
- Bookstores
- Your local home depot (or other large hardware store) regarding safety glasses
- Church, synagogue, mosques

Box 14: Plus You'll Need Tips on Topics**TOPICS**

- Is Your Menu Moving Further and Further Across the Table?:New solutions for Age-related Presbyopia
- Vision Problems as the Source of Poor School Performance
- OTJ Hazards: Protecting Your Eyes at Work
- Eyewear for the Heavy Computer User and Why Companies Need to Care
- Can Contact Lenses Improve My Game? : Better Sports Vision Means A Winning Season
- Headaches and the Eyes
- New Understandings on Nutrition and Eye Health
- Controlling the Slow Creep of Nearsightedness in Your Child

Make sure your Powerpoint slides are rich with photos and shy on text (no one likes to be read to).

Box 15: Collateral

Not all marketing is online. Paper still has a role to play. Check out our ebook on [Traditional Marketing](#) for all of the great activities that are not online.

In fact, every patient or customer you see today could be your next marketer if, and only if, you arm them well. For each monthly promotion you conduct (see box 6), make sure that you have printed materials available to hand to each and every person that comes through the office. You never know when they may hand that information to someone in their family, a friend or a neighbor.

Make it a habit to have well-designed, specific literature when you close each patient experience.



Box 15: Some Collateral Ideas

- Business cards with your review sites
- Business cards with your office hours
- Age-Related Materials
 - ◆ Pediatrics – discuss school issues, early intervention, nutrition
 - ◆ Sports – better sports performance through improved vision, protecting your eyes
 - ◆ Professionals – Presbyopia, Dry Eye
 - ◆ Aged population – Glaucoma, AMD, Cataracts
- Condition-Related Materials
 - ◆ Lasik and Cataract Co-Management
 - ◆ Glaucoma
 - ◆ Low Vision
- Service-Related Materials
 - ◆ Specialty contacts
 - ◆ Screenings
 - ◆ Orthok
 - ◆ Vision Therapy

Don't be afraid to use traditional techniques such as coffee mugs with your logo, tee shirts, letterhead and envelopes, and bag giveaways all designed to promote your brand. See Box 21 for our upcoming *2020: A Year of Vision* traditional marketing campaign.

Box 16: PR (Public Relations)

Public relations is how you communicate with your community. While there are many ways to do this, we are focused on the press release.

Press releases take time and effort but are an otherwise free credentialing service courtesy of your local newspaper, TV and magazine publications. It is a fine line you walk between a press release and gratuitous publicity, but if you can find that line, you will find yourself some free publicity.

Look for our upcoming ebook on press releases for all of the details





Box 16: (Public Relations)

Make a note in box 16 to identify the smaller, local publications in your community and a reporter or publisher's email address. You may wish to take them out to lunch.

Your proposal is to write a quarterly article on an eye-health-related topic. It will be timely and interesting and all you want is the by line with a photo (headshot). You are positioning yourself as the local expert. This is not an opportunity for advertising your practice.

Box 17: Promotions

I am personally not a big fan of promotions (I think it conditions consumers to buy for the wrong reasons), but I have to admit, a well-placed promotion or two during the year (especially in your slower months) can make all the difference.

So let's plan a compromise – a well-placed, tasteful (not too promotional or sales-y) twice in 2019!

TECH TALKS

One of the leading causes of **blindness** today, is Glaucoma!

Don't miss out on seeing your grandson grow up

Sign up today to have a FREE SCREENING on us, during the month of February!

Glaucoma affects one in 8 Americans over the age of 65. Once lost to Glaucoma, the "silent thief of sight", vision cannot be recovered. Although slow, the above halving effect erodes away at your vision.

...ology can we detect glaucomatous ... visual loss.

Box 17: Some Promotional Tips

- Stay away from product promotions and instead, schedule two free screenings—general OCT, Glaucoma, Dry Eye. To make this more successful, do it in combination with a community event such as a community fair or school event.
- Free sunglasses with the purchase of prescription glasses.
- Schedule an eye exam and receive an eye exam for your significant other for half price.

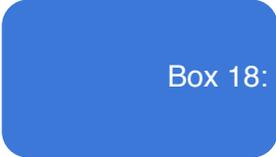
Make sure every promotion is simple, easy to understand and promotes your goal in box 1.

Box 18: Direct Mail

Direct mail, or response mail marketing, got a bad rap many years ago.

With the dawn of the Internet, Direct Mail dropped off dramatically and today, most of us receive little to no mail at all. So when we do, we tend to open it.



Box 18: Direct Mail

I like to use Direct Mail for two specific purposes and with two very different approaches:

#1 Medical Message—If you would like to build a medical service (see Box 6 Campaigns), you may want to enhance one of your scheduled campaigns by adding a Direct Mail campaign to it.

A medical message needs to be serious so I recommend a #10 envelope with a formal letter from the doctor inside talking about the medical service. People will open a letter from the doctor to find out what it is all about. I recently conducted this type of mailing for a new myopia control service and we receive 22 appointments on a mailing of 2,000 pieces.

**** Important****

Direct mail is used to reach people you don't know and don't know you. Don't use this tool to reach your current patients. Rent a list from your Direct Mail provider.

Box 18: Direct Mail

A second tactic for using Direct Mail:

#2 Promotional Message — If you are promoting a less serious topic — new frames, sunglasses, discounts — use a jumbo postcard that conveys a sense of promotion. It will be cheaper and provide a more visual display of your promotion.

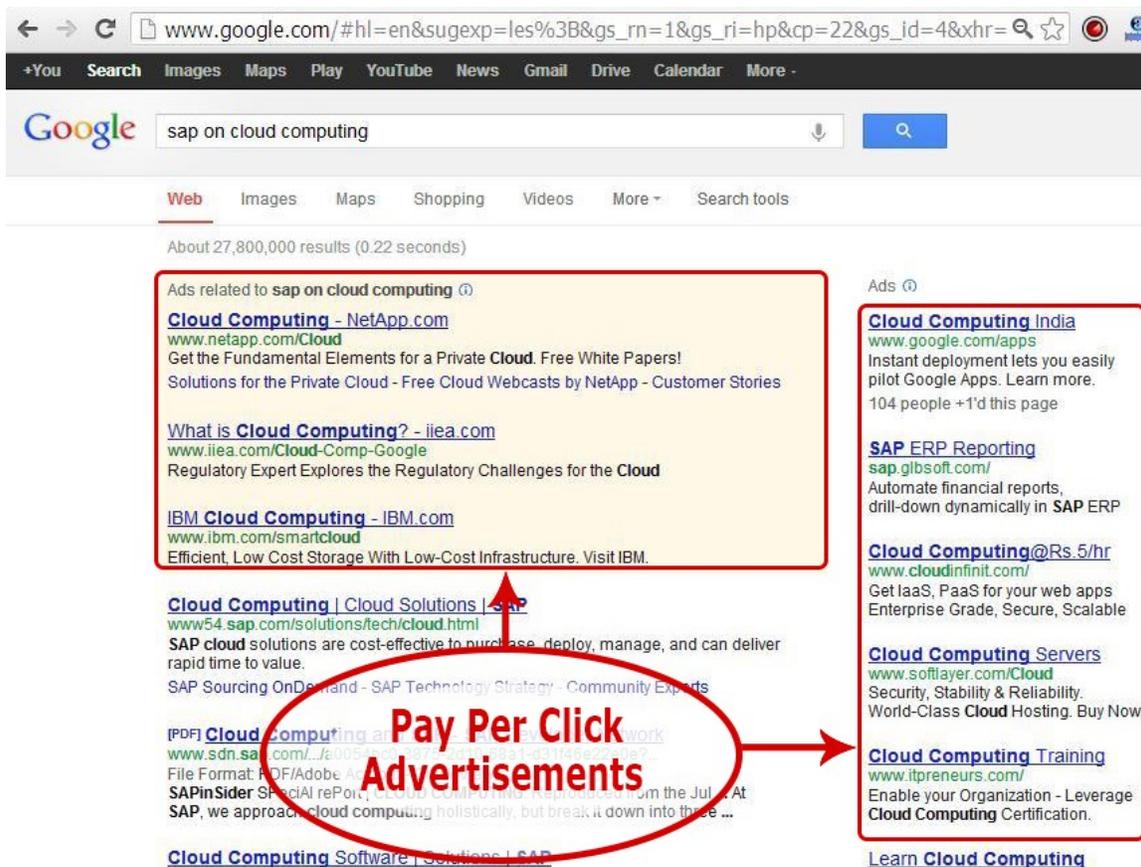
Expect a .5% to 1% response rate to your mailing, lower at first and increasing as you use this tool more often. Try to budget for a once per quarter mailing and couple it with one of your campaigns.



Box 19: What is PPC (Pay Per Click)?

You’ve noticed the advertisements that appear alongside search results on Google and other search engines, so you are already familiar with pay-per-click advertising.

PPC is an online advertising model in which advertisers can display ads for their goods or services when users enter relevant queries into the search engines. You are only charged when a user actually clicks on your ad and hence the name “pay-per-click.”



Box 19: What is PPC (Pay Per Click)?

In order for ads to appear as results on a search, ads are subject to what is known as the 'Ad Auction', that Google and other major search engines use to determine the cost of the ads.

What is important is that you understand that PPC is an outsourced effort, best conducted by those who really understand this very complicated process. Here's what needs to be done to conduct a successful PPC campaign:

1. Need a strong call to action
2. Need to understand the audience you are targeting. Too big and your message falls on deaf ears. Too small and your ads will generate few if any conversions to appointments
3. Ads are malleable and need to be changed frequently based on feedback provided by Google.
4. Knowledge of keywords, specifically keywords in optometry, is critical to your success.

We recommend using an expert. Your money is at stake and frankly, this is complicated stuff.

Box 19: PPC (Pay Per Click)

Like all advertising, tools are not good or bad, you just have to select the right tool for the job. PPC is a tool that works well when applied to the right purpose and poorly when mis- or overused.

Rule 1. Be promotional. There is nothing worse than an ad for something that is unremarkable. ‘Get your eyes examined’. You lost me already. Make it unique. Make it exciting. Limit the time of the special offer.

Rule 2: Call to action. PPC is great when you have an upcoming event, new store grand opening, or trunk show. It’s temporary. It’s now. And you need to be there!



CLICK &
COLLECT

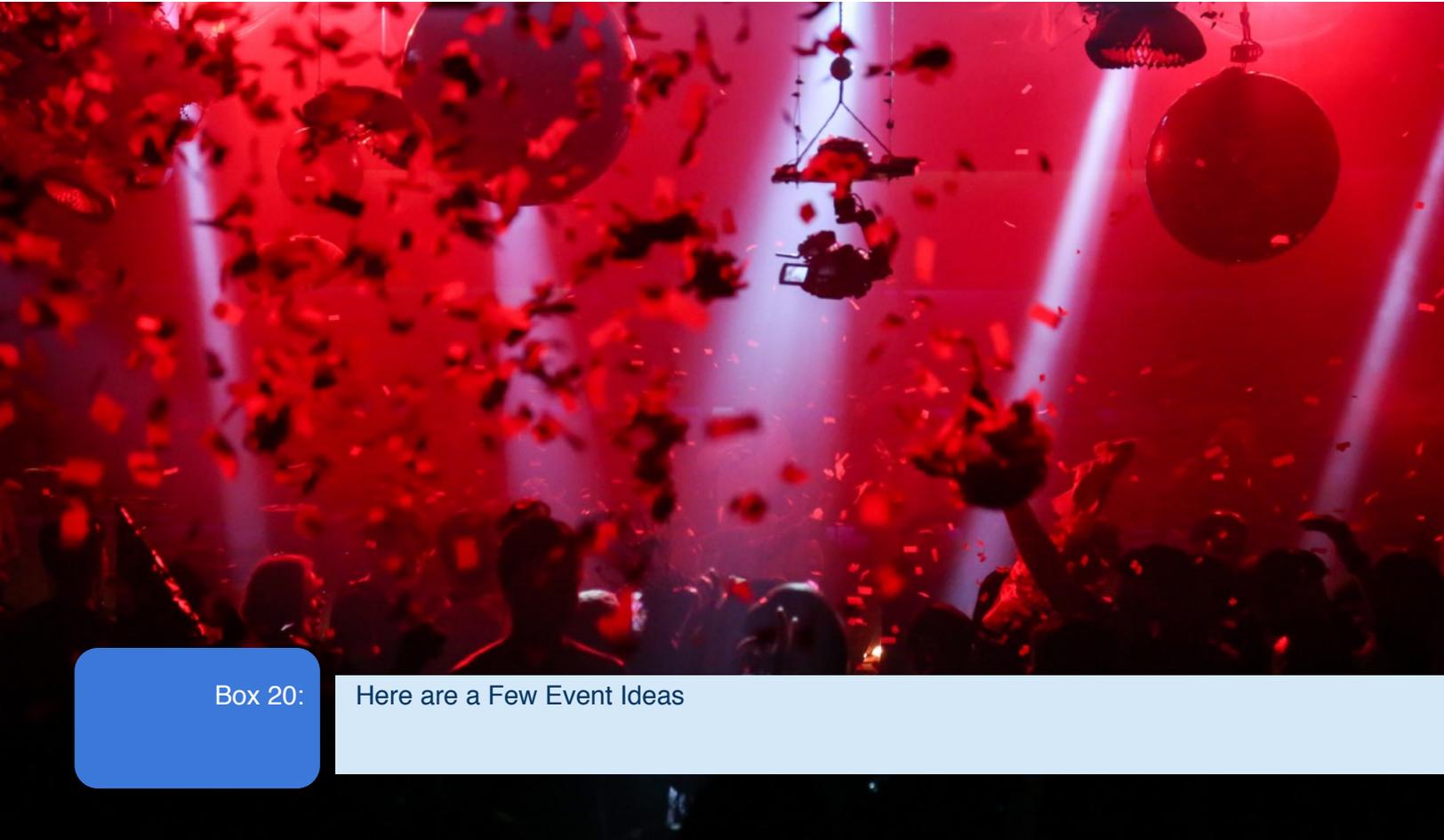
Box 20: Events

Events are a lot of work, but one of the most effective ways of attracting new clients.

We are recommending two events for your practice in 2019. Start off with an easy one and in the year 2020, build up to three or four per year.

Soon you will find that you've become quite an expert and the investment will pay off in Kate Spade(s)!





Box 20:

Here are a Few Event Ideas

- A traditional trunk show
- Partner with a local clothing merchant and hold a fashion show (customers only on the runway) where each outfit is paired with a spectacle frame.
- Have an invitation only themed trunk show
- Offer an eye care lecture series. Make the topics pediatric oriented and watch your lectures fill
- Offer a free _____ screening. People love free and it is a great way for them to get to know and talk to you. Don't give away the farm, but also don't be afraid to provide a meaningful experience. Count on 10% of everyone who attends to become customers.
- Once a month have a family Saturday and reserve back to back blocks of time so the whole family can be treated in one trip. Have activities available to keep the kids busy while Mom and Dad get their exams.
- Patient Appreciation Day
- Non-Profit Campaign - For every eye exam in a certain month, we will donate \$x to such and such local non-profit (need not be optometric related)

Box 20: Events: The 'Blind Breakfast'

Yesnick Family Eyecare is one of the more progressive marketing practices in the state of Nevada. Each year, this practice educates their staff by holding a 'blind breakfast' (actually the glasses provided provide the visual experiences from a number of different vision conditions). Check out the entire story with videos at <https://www.theyvc.com/low-vision/blind-breakfast/>.

Host an event like this for your community and raise awareness of visual problems.

Home » Low Vision » Blind Breakfast

Blind Breakfast

Date, Time & Location: Saturday, June 16
 Time: 9:00 AM to 11:30 AM
 Address: Marie Calendars
 8175 W. Sahara Ave.
 Las Vegas, NV 89117

Marie Calendars is Veteran chain famed for its pies & offering other a homey space.

YVC'S BLIND BREAKFAST(4)

Box 21: PREPARE 2020!

This is it... the once in a lifetime opportunity for optometrists... the year 2020!!!

Hard to believe but we are making the most of this special event and have already started working on it. We call it **2020: A Year of Vision**. This is a comprehensive campaign that as an EyeCarePro customer you can tap into to be the leader in your market - tee shirts, coffee mugs, campaigns, handbags, press releases, events... come to think of it, just about everything in our strategic marketing plan!



Box 21: PREPARE 2020!

To make **2020: A Year of Vision** work for your practice, you need to be first out the door. We are recommending you start your 2020 campaign in July 2019, 4 to 6 months in advance of this eventful year for vision.

We've done all the heavy lifting with logo design and SWAG (Stuff We All Get). You order. We incorporate your practice logo into the design of our materials and BAM!, you've got yourself THE most amazing 2020 Year of Vision campaign maybe in the history of the world! (Sorry... a little too excited about this campaign).



What to do with the boxes?

Whew! You made it. That was quite a ride and I bet you are asking, “Now what do I do with all of those boxes?!”

Obviously, the form we provided on page 7 is not going to be big enough to hold all of the ideas and possibilities of your ‘Take-over-the-world’ marketing campaign 2019. Instead, it is a structure and I would create one planning page for each marketing activity or box you plan to utilize.

Better yet!!!

Sign up for one of our marketing services and we will do the 2019 plan for you! Now that’s service.

We’ll build it, conference call with your staff to go over it and all you need to do is sign up for one of our strategic marketing services: ODLingo, ODSpecialty or ODMetro. You will soon look like you’ve hired a New York ad firm and your new patient appointments will be the proof.

Whew! If you've gotten this far, you are either given up, or.... FINISHED!

Let's face this is not easy and as best as I can tell, there is no optometry schools offering a course on marketing (note to self...).

If you are a customer of EyeCarePro, please ask your Web Manager to work through this plan with you over your next two monthly meetings and then, your EyeCarePro team can help you implement the best marketing year ever!

If you are not a customer, let's talk. This promises to be a great year, but only equal to your preparation and planning.



Not an EyeCarePro Customer?

If you're not working with EyeCarePro, now may be just the time to do so. Let us help you fill in, and execute, each and every one of these boxes. Sure with some of these activities (like having lunch with the local ophthalmologists), we can't be of much help, but let us partner with you on a plan that will have you leap-frogging the competition.

Call or write me to get your plan started. I'd welcome the opportunity to show you how we help hundreds of eye care professionals across the US and Canada achieve their Box 1.

Evan Engel, VP Sales and Marketing
evan@eyecarepro.net
561-285-2997