



**YOUR BRAND IS
MORE THAN JUST
YOUR LOGO**

YOUR LOGO

A SHORT INSTRUCTIONAL GUIDE TO

Brand Audit & Strategy Implementation

EyeCarePro is one of the largest providers of marketing services to the optometric industry. Solely focused on eye care, we are experts in both marketing (customer acquisition) and optometry.

To market something, you have to understand to really understand it. We have services for every aspect of the practice lifecycle, from the new practice trying to fill a lackluster appointment schedule to sophisticated programs for larger, multi-location practices and groups seeking to dominate their markets. Our digital marketing team has expanded those capabilities to accommodate the most sophisticated practice marketing strategies.

This ebook is but a small sample of the strategic marketing capabilities that we seek to share. If you like the ideas but don't have time to implement them, give us a call at **201-591-4350**.

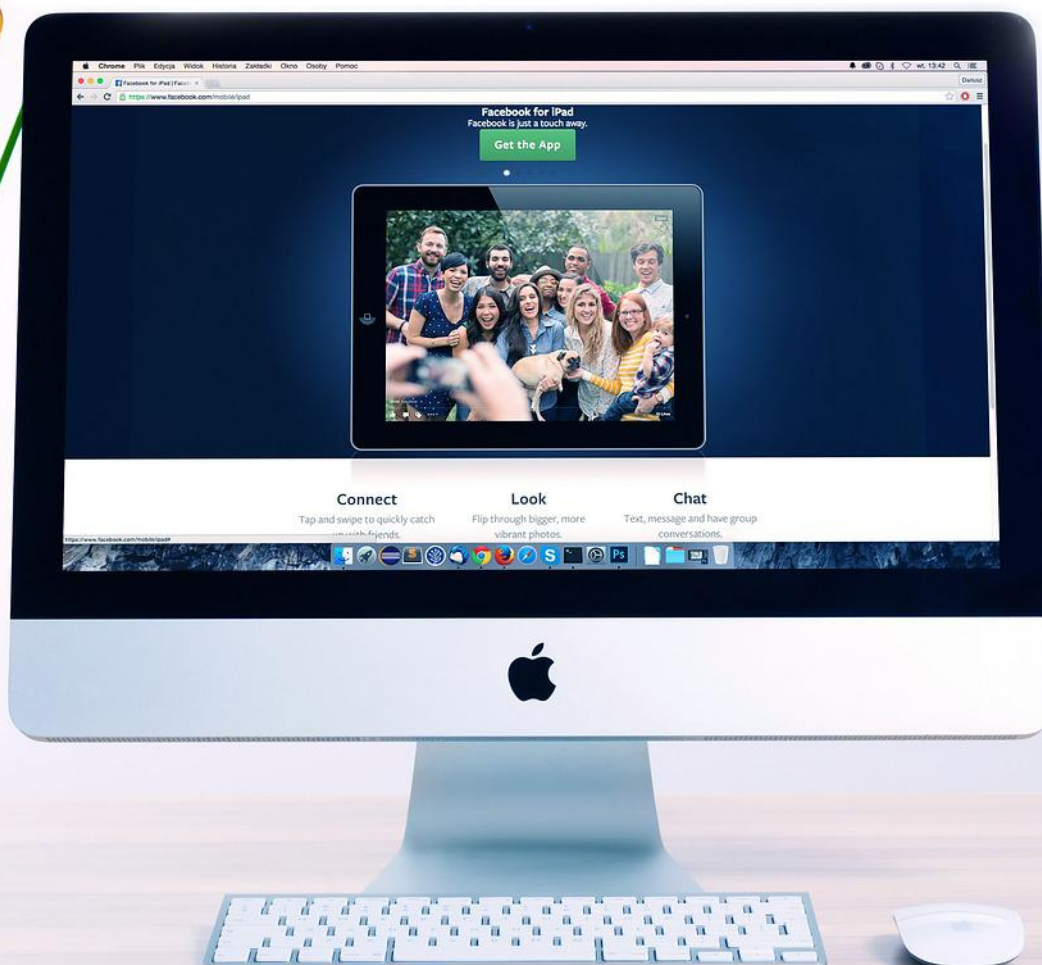
STEP 01:

ASK SOME HARD QUESTIONS

The first step to developing your practice brand is to really dig into the tough questions:

- Who are we as a practice?
- How do we see ourselves growing?
- What public image do we want to project? How?

But these questions are obviously abstract. Getting a concrete plan of action out of the answers is the real challenge. The first step is to think about how people currently associate with your practice. This may require asking questions and really thinking about your public perception.



STEP 02:

ANSWER AUDIT QUESTIONS

1. **How do you think your brand is perceived by your patients currently?**
Do you think your marketing presence has made an impact?
2. **Do you do currently invest in your website design?**
Are you advertising, marketing, or sending email blasts?
3. **What is the overall emphasis and tone of your website design?**
Does the verbiage and imagery convey what you want it to? If you are engaged in email and social media—which you should be!—examine the last few posts, emails, or communications you've sent out to patients. What was the subject matter? What was the tone of the wording? What kind of imagery did you use?

A husband and wife pair of OD's give over a sense of fun, love, and care for their general family practice.



STEP 02: AUDIT QUESTIONS continued

4. List any core values that are essential to the way you practice and serve customers, choose vendors, or help the community.
5. What do people frequently compliment the practice on or praise you for? What's the word on the street about your practice? If you don't know, what would you like it to be?
6. Think about how you got started, is there anything interesting regarding the story of how the practice began, and/or how its grown? Any insight into the passion or strengths of the stakeholders/founders?
7. Have you thought about who your customers are? Define a few profiles of your largest customer segments. (age, gender, eyecare needs)
8. Do you think your brand's voice and tone relates and speaks to your largest segments of your customers? Are you engaged online in the places where those customers tend to spend their time?



STEP 03:

IMPLEMENTING YOUR PRACTICE BRAND STRATEGY

When you have really done some deep thinking about these topics, you then have to ask this fundamental question below.

Think about the following ways people interact with your brand:

- Website messaging, design, the tone of language, and color palette are **ESSENTIAL**. This is often the first thing people will subconsciously notice.
- The tone of voice used by you and your staff on the phone.
- Signage that people see in and out of the practice.
- Patient flow from the time they walk into the door, through the lane experience and back to optical, and finally to payment and walking out the door.
- Social media posts: Facebook and Instagram are powerful ways to build a brand with the photos and videos you post. Be strategic, organic, and spontaneous.
- Email style, tone, and messaging.

Question:

Are we, the doctors and staff, making sure that everything we do contributes to developing the brand perception we want?

STEP 03: IMPLEMENTATION continued

Are you happy with how all these “touchpoints” are representing your brand?

If you are moving in the right direction, then that’s great! If not, start to think about how you can get them going where you want. Think about the brand you want and then make it happen.

When it comes to your brand, your, website, and improving your online presence—we can help with that. Give us a call or send us a shout!

This boutique optical practice is all about their eyewear but still conveys a sense of fun, humor, and irreverence



STEP 04:

TAKE ACTION!

We hope you find this ebook useful. For more help with branding or your brand strategy, or for any other aspect of your online presence, feel free to give us a call to speak with an optometry marketing expert. You can reach us at **201-591-4350**.

Check out our other e-books
in our strategic marketing series:

www.eyecarepro.net