

Q1
2023



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.

If you don't do the marketing in your practice, make sure that you pass this playbook on to the person that does or a staff member who has expressed interest in marketing but doesn't know where to begin.

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Eye-Catching Videos to Put Your Practice in the Spotlight



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Spend any time on social media these days and you'll notice that video content is HUGE! It's also a key way to market your practice. Did you know that 72% of customers in an online survey said they would rather learn about a product or service by watching a video? In fact, 84% of those surveyed say they've been convinced to buy a product or a service from a brand's video.*



Videos are a great way to share information about your practice, so let's help you get the cameras rolling!

How to get started:



Plan your content. Consider a variety of topics, from eyewear trends to eye health. Videos are also a great way to address any commonly asked questions from your patients, too!



Be clear and concise. Plan your talking points with an outline covering key topics to focus on. Keep it conversational and short. You've got this; you're the expert!



Keep it steady. A shaky camera can be distracting! Tripods for smartphones can be purchased at a low cost and will keep your video steady. Find equipment through the [VSP Vision Premier Program Staples program partnership](#).



Light it up. Good lighting will add to the professional quality of the video. If lack of natural lighting is an issue, consider using a small ring light that clips right onto your phone, laptop, or tablet.



Add captions! Make your content accessible for all users by adding quick captions to your videos using apps [like these](#). For more exposure, be sure to incorporate relevant hashtags as well!



WHY YOU NEED TO START CREATING VIDEO CONTENT NOW!

In case you missed it in our last playbook, tune in to one of our latest My Marketing Minute videos.



TIKTOK

With one billion monthly TikTok users, let's face it—it's time to jump in!* Don't know where to start? No worries, watch this quick tutorial to learn how to make your TikTok debut!



WATCH NOW 

INSTAGRAM

Chances are, your practice probably already has an Instagram account. But have you created a Reel yet? Reels are a great opportunity to get comfortable with creating video content.

[Learn more about creating your first Reel here.](#)

Video ideas to help you shine:

- Highlight current promotions. [Find the latest marketing resources for those promotions here.](#)
- Spotlight your staff to help patients get to know you better.
- Promote seasonal eye health! [Check out marketing campaigns here with graphics you can use.](#)
- Give a behind-the-scenes look at your practice!
- Show off new frame styles with a fun try-on session.



Videos are a great way to educate patients on the importance of their eye health. With January as Glaucoma Awareness Month and February as Heart Health Month, there's a lot to talk about.

DOWNLOAD GRAPHICS

Check out this article for more ideas about the videos you can create to market your practice. [Learn more here.](#)





"What does LinkedIn have to do with marketing my practice?" Let us tell you!

In the past, LinkedIn may have been seen as just a hiring tool. Today, it's a robust social network great for building your personal brand, promoting your business, and networking with others in your industry.

Here's how to get started on LinkedIn:



BUILD YOUR PERSONAL BRAND

Create your account and complete your LinkedIn profile to highlight your associations, experience, work history, educational background, and testimonials to help bring business opportunities and more optical industry connections.



ATTRACT AND HIRE STAFF

Set up a free company page where you can share high-level information about your practice, help engage new employees, and post job openings with information about the roles available. In addition, complete the company information sections to include what makes your practice unique and why someone would want to work for you!



CONNECT WITH COLLEAGUES

Add new connections in the eye care industry and connect with old classmates and colleagues. Growing your connections can lead to a larger network and more opportunities for your business. You never know where a new connection might lead!

Take a deeper dive into the three tips above and check out our additional LinkedIn resources.



VIDEO TUTORIAL: SIMPLE HIRING TOOLS TO MAKE THE RECRUITMENT PROCESS EASIER

Learn how you can use LinkedIn to attract awesome candidates in this short My Marketing Minute video tutorial.



WEBINAR: MARKETING TO HIRE STELLAR STAFF

In this webinar recording, Annette Webb, OD shares how practice branding can attract and retain both patients and employees!

WATCH ▶



HIRING RESOURCES TOOLKIT

We understand that recruiting and hiring the best candidates can feel overwhelming. We've created a marketing toolkit to help you reach potential new employees with easy steps so you can focus on doing what you do best in your practice.

CHECK IT OUT



VSP Vision Premier Pathways provides complimentary recruiting and matching services for doctor owners participating in the Premier Program at the Platinum and Gold levels. [Learn more.](#)



DID YOU KNOW?

Practices participating in the Premier Program at the Platinum level have complimentary access to Hootsuite (a \$600 annual value!). Hootsuite is a social media platform that includes a full content library that makes it easy to post to your practice's social accounts like LinkedIn, Facebook, Instagram, and more.

REQUEST AN ACCOUNT HERE!





SEO may seem a bit intimidating at first, but it doesn't have to be! We're here to help break it down for you.

WHAT IS SEO?

To put it simply, SEO stands for "search engine optimization." It's the practice of increasing the amount and quality of your website traffic through search engine results (Google, etc.).

If SEO is done correctly, your practice's web pages will appear higher in search results, helping you get more patients into your office.



VIDEO SPOTLIGHT

Learn more about how your practice can start implementing SEO today! Watch our latest My Marketing Minute video "The Beginners' Guide to SEO."



WHY IS SEO IMPORTANT?

SEO helps search engines such as Google understand what your website is about, provides search results that align to what the user is looking for, and keeps users coming back to that search engine by providing helpful results. [View this webinar to get a closer look at SEO!](#)

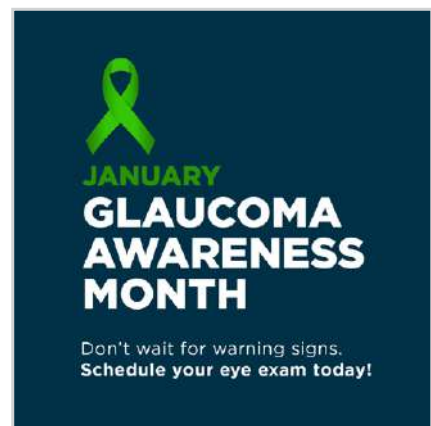
Action items to help you get started:

- Create product, eye health, and doctor information pages on your website.
- Continuously update your website and add content.
- Add keywords and key phrases to your website. If you want to learn more, you can check out keyword tips [here](#) and get keyword ideas for your website [here](#).
- Complete your Google Business profile.
- Optimize your website for mobile searches. [Learn how here](#).



HERE'S WHAT TO DO NEXT:

1. Download all the content provided to try out these ideas. Missed the Q4 playbook? [Check it out here](#) to find more marketing tips and resources.
2. Catch up on the latest [My Marketing Minute videos](#) to help you save valuable time on your practice marketing.
3. Let us know what's working for you! [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.



DOWNLOAD THE LATEST MARKETING CAMPAIGNS



Danae



Amber



Jen



Tiffany

Thanks for reading! Keep in touch and partner with us by emailing mmt@vsp.com.

—Your marketing partners at MMT



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Looking for more in-depth marketing help? Complete the [My Marketing Team Virtual Assessment](#) to receive personalized tools, resources, and e-learning courses based on your results.



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