

Q2  
2023



# Optical Marketing Playbook

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

vsp.  
**PREMIER**  
edge marketing  
support



## My Marketing Team Is Now Premier Edge Marketing Support!

### TURNKEY MARKETING CAMPAIGNS AND RESOURCES TO GROW YOUR PRACTICE.

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 **Premier Edge Marketing Support** comes in. An exclusive benefit for practices participating in VSP Premier Edge™, we're here to support you with marketing tips and resources.

Spring has sprung and it's a great time to promote sun safety, and discover new ways to attract more patients and deliver the best patient experience. Let's dive in!

## Contents

- 1** **Promote Sun Safety with Marketing Campaigns** 
- 2** **Three Quick Steps to Attract More Patients** 
- 3** **Optimize the Patient Journey** 





June 27 is National Sunglasses Day! Start planning ahead by promoting new sun styles and sun safety to your patients throughout April, May, and June. Check out these fun tips.

#### Ideas to help you shine:

- Create a social media photo area or backdrop in your office.
- Create an Instagram reel sharing this year's sunglass trends.
- Post your new frame arrivals on your social media.
- Share a sunglass promotion for a limited time.
- Host a trunk show! [Contact your Marchon representative](#) to learn more.



DOWNLOAD NATIONAL SUNGLASSES DAY  
GRAPHICS AND EMAIL TEMPLATE

[DOWNLOAD HERE](#)



VIDEO TUTORIAL: MARKETING TIPS  
TO PROMOTE SUN SAFETY

[WATCH NOW](#)



## PROMOTE TOP BRANDS

Download additional sun safety marketing content and resources from Premier Edge partners:



Download graphics from CareCredit [here](#).



Download UV awareness social media graphics and videos from ZEISS [here](#).



### EYEWEAR RESOURCES AND PROMOTIONS

Explore the latest styles from 30+ frame brands and view current brand promotions to save on eyewear!

Bookmark the Marchon and Altair® eyewear resources page [here](#).

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



## DOWNLOAD NATIONAL SUNGLASSES DAY GRAPHICS AND EMAIL TEMPLATE



[DOWNLOAD HERE](#)





### STEP 1: ENHANCE YOUR VSP FIND A DOCTOR LISTING

The VSP® *Find a Doctor Directory* helps many patients connect with your practice. With patients being increasingly selective when determining their eye care provider to match their needs, it's important—and lucrative—to stand out from the crowd. Use the below checklist to make sure your practice's listing is optimized! Learn more [here](#).

#### Find a Doctor Checklist:

- Practice details are accurate
- Special services are highlighted
- Online appointment scheduling link
- Practice website link
- Doctor biographies and headshots

Enhance your online listing with this step-by-step guide.



Log in to your VSPOnline account to make changes.



#### DID YOU KNOW?

Platinum and Gold-level practices are highlighted on the VSP *Find a Doctor Directory* with the highly visible Premier Edge indicator. Practices with the Premier indicator average 3X more clicks than non-indicated practices.\*



## STEP 2: PROMOTE NEW VSP MEMBER OFFERS

Share the latest promotions with email templates, downloadable social media graphics, in-office posters, and more!

- **Extra \$40 Promotion:** From **February 1 through June 30, 2023**, your qualifying VSP patients can receive an extra \$40 added to their frame allowance when they choose frames from popular brands Calvin Klein, Calvin Klein Jeans, Cole Haan, Flexon®, and Lacoste. [Download graphics.](#)
- **VSP Individual Vision Plans:** Helping uninsured patients find affordable vision coverage is a great way to increase patient loyalty, retention, and satisfaction. [Download graphics.](#)

Your VSP patients get more when they visit a Premier Edge location like yours:

- **Premier Edge Perfect Pair Rebate:** From now until **June 30, 2023**, your VSP patients can leverage this promotion for up to a \$120 rebate—one of the most robust rebates we've offered.\* [Download graphics.](#)



## STEP 3: ATTRACT PATIENTS TO YOUR NEW LOCATION

Did you recently open a new practice or add a new location? Congratulations on your success! This is an exciting time for your practice. Connect with a [GBDM to develop a plan for accelerating success!](#)

Download our New Location Field Guide to find specific tips to help you engage with new patients and your community.



### DID YOU KNOW?

Practices participating in Premier Edge 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!](#)



### 3

## Optimize the Patient Journey



With more than 80% of prospective patients using online reviews to choose a new provider,\* online reviews have become very important. That's right—marketing isn't just social posts, emails, and signs. We're here to help you create the best experience for your patient from start to finish.

### VIDEO TUTORIAL: OPTIMIZING THE PATIENT JOURNEY

Learn more about how your practice can create a great patient experience in this short marketing video tutorial.



#### How to get started:

- Make a great first impression** by greeting everyone as soon as they walk in the door.
- Offer an eye care experience better than the rest** with personalized attention and education on lens options.
- Deliver five-star service in the dispensary** by helping patients choose the eyewear that works best for them and set expectations for receiving their glasses.
- Seal the deal** by sending out an email or text requesting an online review.

### MANAGING YOUR ONLINE REPUTATION

A five-star experience can lead to a five-star review!

Check out these quick tips for responding to reviews and [download](#) the editable template to promote your practice online.



### MARKETING YOUR PRACTICE WITH ONLINE REVIEWS

It's a numbers game! The more reviews you have on Google, the better off you'll be if one not-so-great review comes in. Explore text and email reminders to request happy reviews from your patients. Practices participating in Premier Edge can receive additional savings through patient engagement tools from Weave and Solutionreach. [View exclusive offers.](#)



## HERE'S WHAT TO DO NEXT:

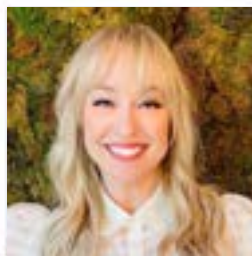
1. Download all the content provided to try out these ideas. Missed the Q1 playbook? [Check it out here](#) to find more marketing tips and resources.
2. Catch up on the latest [My Marketing Minute videos](#) to help you save valuable time on your practice marketing.
3. Let us know what's working for 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 Premier Edge Marketing Support.



DOWNLOAD THE LATEST MARKETING CAMPAIGNS



Danae



Amber



Jen



Tiffany

Thanks for reading! Keep in touch and partner with us by emailing [premieredgemarketing@vsp.com](mailto:premieredgemarketing@vsp.com).

—Your marketing partners at Premier Edge Marketing Support





# GET MORE MARKETING SUPPORT

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



**Website:**

[premieredgemarketing.com](http://premieredgemarketing.com)



**Email:**

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