

# How To Marketing Schedule

## Back to School and New Year Campaigns - January to March

After a strong commitment to End of Year Health Fund marketing, avoid losing momentum by ensuring your marketing activity remains strong in the new year. Communicate to active and lapsed patients with Back to School and New Year Health Fund messages. Follow the plan to stay front of mind in 2019.

### January - Active and Lapsed Patients

WHEN	WHAT	TIP
First week of January	<b>Direct Mail Newsletter - Print</b> \$1.75 ex GST	Send a hard copy 4-page newsletter discussing children's vision, expertise of a perfect fit, new year optical extras, contact lenses and more. This is not a hard-sell communication, instead it is designed to educate patients and increase loyalty.
	<b>Newsletter - Pack of 50</b> \$32.50 ex GST	Order extra hard copy newsletters for the practice - hand out to customers, local groups/schools or include in recalls.
Schedule 2 weeks after Newsletter delivery	<b>Newsletter - Email</b> Free	Expand your reach and send an email newsletter as a follow up to your hard copy newsletter and add the rest of your database. Order at the same time as your print newsletters, and schedule to arrive 2 weeks before or after your print newsletter.
Throughout January	<b>Facebook</b>	Include 2-3 posts this month related to Back To School and/or New Year Health Fund - select from provided videos, filler posts or develop your own personalised content (for high engagement).

JANUARY

### Back to School

First 2 weeks January	<b>Premium Letter</b> \$1.60 ex GST <b>SMS</b> \$0.17 <b>Email</b> Free	Choose a combination of Premium Letter, SMS and/or Email to remind parents of the critical importance of regular eye examinations for their children's development and learning. Schedule the SMS or Email reminder 1 week after the print materials are due to arrive in the post.
	<b>Postcard</b> \$1.38 ex GST <b>Email</b> Free <b>Recall Letter</b> \$1.38 ex GST	Order your Essilor-Transitions Back to School communications if relevant to your practice. Order print materials early January and schedule Email reminder 1 week after print materials are due to arrive in the post (refer to page 4 for more information).

## January Continued

### New Year Health Fund

WHEN	WHAT	TIP
First 2 weeks January	<b>Premium Letter</b> \$1.60 ex GST <b>SMS \$0.17</b> <b>Email Free</b>	Choose a combination of Premium Letter, SMS and/or Email to remind patients to take advantage of their new year of optical extras. Schedule the SMS or Email reminder 2 weeks after the print materials are due to arrive in the post.
	<b>Postcard \$1.38 ex GST</b> <b>Email Free</b>	If you are promoting Essilor's second pair offer, leverage postcard and email templates. Refer to page 4 for more information.
2nd-4th January	<b>Contact Lens SMS</b> \$0.17	Remind your contact lens patients about their new year of optical extras. SMS has the best results when sent on Wed, Thurs or Fri between 10:30 - 11:30am or 3pm - 4pm
	<b>Gift Voucher SMS</b> \$0.17	Remind those who received a Gift Voucher in Oct-Dec to come back in and use it before it expires. SMS has the best results when sent on Wed, Thurs or Fri between 10:30 - 11:30am or 3pm - 4pm
Last week of January	<b>Postcard \$1.38 ex GST</b> <b>Email Free</b>	Order your CooperVision 'Extend Your Summer' communications if relevant to your practice. Order print materials at the end of January and schedule Email reminder 2 weeks after print materials are due to arrive in the post (refer to page 4 for more information).

JANUARY CONT

## February and March - Attract New Patients

Communicate the Back To School and New Year Health Fund messages to Gen X Mums in your local area, aged between 38 - 53. This target group is your identified most profitable segment and are often the health decision maker of the family; themselves and their partner, children and sometimes parents.

WHEN	WHAT	TIP
First 2 weeks February (or from mid-Jan if you prefer)	<b>Send Press Release to local media</b>	Use the campaign dropbox to locate a Press Release and Introductory Letter template. Send to local newspapers, magazines and/or radio stations. The aim is to achieve a free or partially paid for interview/article or advertorial.
	<b>A3 Branded Posters - 5 Pack</b> \$8.10 ex GST	Send A3 Branded Posters to local practitioners and community groups to be placed on a noticeboard to promote your campaign message out to the local community.
Set up early February to run over next 2 months	<b>Begin Google Advertising</b> OR <b>Set up Google AdWords Campaign</b>	If you have not used Google AdWords before, use the resources in the drop box to get started. You will need around 2 hours for set up. For any assistance call ProVision. Requirements for Google AdWords to be effective: <ul style="list-style-type: none"> <li>- Responsive and Modern Website</li> <li>- Clear Call to Action on every page of your website</li> <li>- Ability to create a landing page with campaign content</li> <li>- Preferable: Online Booking System (MyHealth1st)</li> </ul> If you have been using Google Adwords, contact ProVision for imagery and begin a campaign.
Throughout February and March	<b>Facebook (continue)</b>	Continue from January and include 2-3 posts this month related to Back To School and New Year Health Fund.

FEBRUARY AND MARCH

# Marketing Lists

Use the guide below to export each targeted campaign list from SUNIX or Optomate to upload into ProMarket.

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## Newsletter Print Send Out

**We recommend targeting 500 – 650 patients with a hard copy newsletter:**

- Been to the practice in the last 3 years (1/1/2016 – 1/1/2019)
- Remove patients who will be recalled in the next 3 months (1/1/2019 – 1/3/2019)
- Need to refine further? Include patients aged 38 - 53 years old (1/1/1966 – 1/1/1981)

## Newsletter Email

**We recommend sending an email newsletter to your full export:**

- Been to the practice in the last 5 years (1/1/2014 – 1/1/2019)

## Back To School

**Please note all ProMarket products for back to school have been created so you can export a list of children's names and it is addressed to the family.**

**Active patients aged between 5 – 13 years old:**

- Use this as your children's recall template between January - March

**Lapsed patients aged between 5 – 13 years old who you have not seen in the last 3 – 6 years:**

- Been to the practice 3 – 6 years ago (1/1/2013 – 1/1/2016)
- Include patients aged 5 – 13 years (born 1/1/2005 – 1/1/2013)

## New Year Health Fund

**Active spectacle and contact lens patients aged 18 and over:**

- Been to the practice in the last 3 years (1/1/2016 – 1/1/2019)
- Calendar Year Health Fund
- Spectacle and/or contact lens wearers (with prescription)
- Remove patients who will be recalled in the next 6 months (1/1/2019 – 1/6/2019)

## New Year Optical Extras – Contact Lens SMS

**Active contact lens patients with health fund benefits:**

- Been to the practice in the last 3 years (1/1/2016 – 1/1/2019)
- Calendar Year Health Fund
- Contact lens wearers
- Remove patients who have made a contact lens purchase in the last 3 months (1/10/2018 - today)

# Supplier Partner Marketing Details

You can also build Supplier Partner campaigns into your new year marketing. The campaigns below feature ProMarket templates under “Supplier Promotions” in your drop down ProMarket menu.

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## **Essilor - Transitions Back to School**

ProMarket postcard, recall letter and email designed to send to parents of primary school aged children (5-12 years) who require vision correction to create awareness for Transitions lenses that keep up with kids.

## **Essilor - Second Pair Promotion (ends 31 Jan)**

Promote Essilor’s second pair offer with ProMarket materials that allow you to enter your own offer (\$ or % off second pair).

## **CooperVision - Extend Your Summer Promotion (1 Feb - 30 Apr)**

Drive new contact lens wearers by offering them the opportunity to try contact lenses for one month and go into the draw to win one of 5 Tropical Australian Escapes for two between June & August 2019. Target your existing glasses wearing database, CooperVision suggest initially targeting 19-39 year old patients as they are more likely to take up contact lens wear, and consider 40-54 year old patients as your next segment. You can extend the offer to your existing contact lens wearers too.

Only valid on a minimum 1 month purchase of ProView Elite and ProView Perform contact lenses. Window decals, posters, shelf talkers and counter cards will be available for instore messaging. More information will be provided by CooperVision in January 2019. ProMarket products will be available late January.

If you have any questions regarding implementation please contact the marketing team for assistance: [marketing@provision.com.au](mailto:marketing@provision.com.au) or 03 8544 3900

