

How To Marketing Schedule

Digital Eye Strain Campaign – April to June

We know there is a correlation between marketing activity and sales growth - activity drives results!

We're targeting the Gen X working woman (38-53 years) for this campaign, as well as professional males (where she also has influence).

Educate patients about the symptoms of digital eye strain and how you can help to ease their strain. Follow the plan below to get the message out to your patients and become the digital eye strain expert in the local community.

April – Active and Lapsed Patients

WHEN	WHAT	TIP
First week of April	Direct Mail Newsletter – Print \$1.75 ex GST	Send a hard copy 4-page newsletter to Active Patients: <ul style="list-style-type: none"> - Digital Eye Strain symptoms/how you can help - Preventing dry eyes this Autumn - Contact Lenses OR Eyewear for Kids (Choose One) - Presbyopia OR Macular Degeneration (Choose One) - Recipe
	Newsletter – Pack of 50 \$32.50 ex GST	Order extra hard copy newsletters for the practice - hand out to customers, local groups or schools or include in recalls.
Schedule 2 weeks after Newsletter delivery	Newsletter – Email 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 (including Lapsed Patients). Order at the same time as your print newsletters, and schedule to arrive 2 weeks after your print newsletter.
First 2 weeks of April	Digital Eye Strain Premium Letter – \$1.60 ex GST SMS \$0.17 Email Free	Choose a combination of Premium Letter, SMS and/or Email to educate adults of working age (focus on 35-53 age group). Schedule the SMS or Email reminder 1-2 weeks after the print materials are due to arrive in the post.
First week of April	Consumer brochure – Pack of 50 \$7.50 + shipping	Order brochures to educate customers, local GPs, schools and other community groups about digital eye strain, simply order from your ProMarket Merchandise Shop.
Throughout April	Facebook	<p>Include 2-3 posts this month related to Digital Eye Strain - select from provided videos, filler posts or preferably develop your own personalised digital eye strain content (for high engagement). Boost them to your local audience, with a focus on the Gen X Mum Target (38-53).</p> <p><i>CHALLENGE: If you attended Marketing to Mums Education, you'll understand the importance of promoting expertise to your audience. Film a short video on your smartphone (or better yet, Facebook Live stream) of your Optometrist talking about Digital Eye Strain symptoms and the solutions that can help to ease the strain.</i></p>

APRIL

May and June - Attract New Patients

MAY AND JUNE

WHEN	WHAT	TIP
First 2 weeks June	Send Press Release to local media	Use the campaign Dropbox to locate the Press Release and Introductory Letter template. Send to local print, online and/or radio stations. The aim is to achieve a free or partially paid for interview/article or advertorial. View Media Interview Tips in the Dropbox as well.
Set up early May to run over 2 months	Begin Google Advertising	<p>Do you have a website that is:</p> <ul style="list-style-type: none"> - Responsive and Modern? - Has Clear Call to Actions on every page of your website? - Has an Online Booking System? <p>Then you are a great candidate to run Google Display Ads to spread the digital message. If you have not used Google Display Ads, use the resources in the drop box to execute. You will need around 2 hours for set up. For any assistance call ProVision.</p> <p>If you have been using Google Display Ads already, contact ProVision for imagery and begin your campaign.</p>
	Facebook Click to Web Ads	<p>Do you have a Facebook page where you:</p> <ul style="list-style-type: none"> - Have over 400 likes? - Post 2-3 times per week? - Get 10+ likes on most posts? <p>You are a great candidate to run Click to Web ads through Facebook. Use these ads to drive traffic to your website. Use boostable images and instructions in the Dropbox Facebook folder. Need any help? Contact Euan in our marketing team.</p>
May	Identify a Local Partnership Opportunity	Identify a local partner that has a Gen X Woman/Mum audience that doesn't compete with you and identify what you can bring to this partnership. (This is a follow-up action from Marketing to Mums Education. If you weren't there, contact us and we can discuss with you).

In addition to the above, ProVision will be promoting Digital Eye Strain through Facebook influencers with a significant Gen X Mum/Woman audience, with the call to action directed to Find your local optometrist at www.provision.com.au.

Marketing Lists

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

Newsletter Print Send Out

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

- Been to the practice in the last 3 years (1/4/2016 – 30/3/2019)
- Remove patients who will be recalled in the next 3 months (1/4/2019 – 30/6/2019)
- Need to refine further? Focus on female patients aged 38 – 53 years old (1/1/1965 – 30/12/1979)

Newsletter Email

We recommend sending an email newsletter to your full export:

- Been to the practice in the last 5 years (1/4/2014 – 30/3/2019)

Digital Eye Strain Premium Letter/Email/SMS

- Been to the practice in the last 3 calendar years (1/1/2016 – 30/12/2018)
- Remove patients who will be recalled during the campaign period (1/4/2019 – 30/6/2019)
- Patients over 18 who you know work in office environments – if you don't know, target based on age (eg. 18-64, therefore choose patients born between 1/1/1955 – 1/1/2001)
- Need to refine? Focus on female patients aged 38 – 53 years old (1/1/1965 – 30/12/1979)

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