

How To Marketing Schedule

Presbyopia & Myopia Campaign, July–September

Create awareness of Presbyopia and the increasing concerns around Myopia development in children to encourage new patient visits and reconnect with lapsed patients, reinforcing your positioning as the eye care expert in your community.

July - Active and Lapsed Patients

WHEN	WHAT	TIP
Build Loyalty with your current database		
End of June - early July	Direct Mail Newsletter Print \$1.75	Send a printed copy 4-page Winter newsletter discussing seasonal stories and choose which articles are appropriate to your selected demographic. This is not a hard-sell communication, instead, it is designed to educate patients and increase loyalty.
	Newsletter - Pack of 50 \$32.50	Order printed winter newsletters for the practice - hand out to customers, local shops, schools or include in recalls.
Schedule 2 weeks after Newsletter delivery	Newsletter - Email Free	Send an email newsletter as a follow up to your hard copy newsletter or vice versa. Order at the same time as your print newsletters, and schedule to arrive 2 weeks before or after your print newsletter. If you want to adjust using Mailchimp please contact us via marketing@provision.com.au and we can share the template with you.
Reengage lapsed patients (customers 3-6 years overdue for appointments)		
First 2 weeks July	Postcard \$1.38 SMS \$0.17	Choose a combination of Postcard and or SMS to remind lapsed patients of the critical importance to have regular eye examinations. If you do both, schedule the SMS or Email reminder 2 weeks after the print materials will arrive.
Throughout July	Facebook	Include 2-3 posts this month related to Presbyopia/ Myopia - select from provided videos, filler posts and importantly develop your own personalised content (for high engagement).

JULY

Communicate the Presbyopia and Myopia Awareness message to Gen-X Mums in your local area, aged between 38 – 52. This target group is often the health decision maker of the family; themselves and their partner, children and parents.

August and September – Attract New Patients

AUGUST & SEPTEMBER

WHEN	WHAT	TIP
First 2 weeks August	Send Press Release to local media	Use the New Patient Campaign Dropbox to locate a press release and introductory letter template. Send to local websites newspapers and/or radio stations. The aim is to attain a free or partially paid for interview/article or advertorial.
First 2 weeks August	Source new patients in your local area	Get your team together and discuss at length where your ideal local patient (ie Gen X Mum) spends her time and the best communication channels to expose her to your brand eg: <ul style="list-style-type: none"> • Sponsorship (local clubs and groups) • On-line • Facebook • Radio program • Local publication or website Discuss with these organisations the ability to advertise, provide content or sponsorship to get the campaign and your brand message out to your ideal patient
Set up early August to run over next 2 months	Begin Google Advertising OR Facebook Click to Web advertising	If you have not used online advertising 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. <p>Requirements for Google AdWords to be effective:</p> <ul style="list-style-type: none"> • Responsive and modern website • Clear call to action on every page of your website • Online booking system (MyHealth1st) • Allocated budget of \$300 per month for ads To begin using Google Adwords, contact ProVision for imagery and begin a campaign. <p>To begin Facebook Click to Web advertising you need to have the following in place:</p> <ul style="list-style-type: none"> • 4 weeks of quality content on your page • Gen X Mum audience set up to boost your ad to • Allocated budget of \$300 per month for ads To begin using Facebook click to web, contact ProVision for imagery and begin a campaign.
Throughout August and September	Facebook (continue)	Continue from July and include 2-3 posts this month related to Presbyopia/Myopia

Marketing Lists

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

Newsletter or Email Newsletter Send Out

- Been to the practice in the last 3 years (1/7/2016 – 1/7/2019)
- Remove patients who will be recalled in the next 6 months (1/7/2019 – 1/1/2020)

Need to refine your list further?

We recommend sending an email newsletter to your full export and target your print send-out list with the following criteria:

- Focus on health fund customers
- Presbyopes – over 40 years old or Parents of children aged 2 – 16 years

Lapsed Communications

- Been to the practice 3 – 6 years ago (1/7/2013 – 1/7/2016)
- Include patients aged 18 and over (born 1/7/1916 – 1/7/2001)

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