

How to **MARKETING SCHEDULE**

End of Year Health Fund September–December

This How-to-Marketing Schedule will help you take actionable steps throughout the months of October, November, and December, raising awareness about EOYHF extras within your local community. The EOYHF message is aimed at adults over 18 who have Private Health Insurance and have unused Optical Extras.

OCTOBER FOCUS

Before you kick off your campaign it is important to ensure all your digital assets are up to date and relevant. This is necessary so that when you drive new patients to your Website, Google My Business and Social Media platforms to book an appointment, they have the best chance at converting into a customer and booking with you.

WHAT	WHO	ACTION	STATUS
Digital Assets	Practice Staff	Objectively assess your website and social media pages. Ensure all details are correct and each page is up to date and set up correctly. Ensure you have Google Analytics set up on your website. Speak to the ProVision Marketing team if you need support with this process. For a deeper assessment of these digital assets please click here to learn more	<input type="checkbox"/> TO DO <input type="checkbox"/> DONE
Google My Business	Practice Staff	Visit your Google My Business page and complete all the elements. This will support all your new patient advertising. Click here to learn more.	<input type="checkbox"/> TO DO <input type="checkbox"/> DONE
Social Media Planning	Nominated Social Media Person at your practice	<p>We have developed a step-by-step social media guide to walk you through the execution of a successful social media campaign, leveraging the many social media assets like wording, images and video that we have created ready to use. Click here to open the Social Media Campaign Guide.</p> <p>Through this process, you will develop a social media content calendar. Include 3 posts this month related to EOYHF. Select from provided videos, images and suggested wording.</p> <p>We also encourage you to take inspiration from the DIY ideas in the content library and develop your own personalised EOYHF content (for high engagement). Post these to people who live in a defined kilometre radius of your practice (where potential new patients are located).</p>	<input type="checkbox"/> TO DO <input type="checkbox"/> DONE

NOVEMBER - DECEMBER FOCUS

As December 31 approaches, it's time to post your End of Year Health fund content on your website and social media accounts.

WHAT	WHO	ACTION	STATUS
Social Media Posting	Nominated Social Media Person at your practice	Social Media Posting - now that you have used the Social Media Campaign Guide to plan your content, it is time to schedule and boost your posts. You can also set up 'click to web advertising' on Facebook as well as leverage a tool designed to measure the effectiveness of your social media campaign. Visit the Social Media Campaign Guide for more on how to do this.	<input type="checkbox"/> TO DO <input type="checkbox"/> DONE
Social Media advertising Review	Nominated Social Media Person at your practice	Assess how your social media ads have performed so far and adjust as required. Ensure that you are getting adequate reach within your local community and that you are getting clicks on your advertising. To assess please contact the ProVision Marketing Department.	<input type="checkbox"/> TO DO <input type="checkbox"/> DONE
Online appointments	Practice Staff	Assess how your online appointments are performing by comparing the same month from the previous year. Is there an increase? Adjust your website or ads accordingly. If you have Google Analytics set up, look at website traffic and bounce rates on relevant pages and assess what web changes may be required. Speak to ProVision Marketing staff for support.	<input type="checkbox"/> TO DO <input type="checkbox"/> DONE
Website	Practice Staff	Upload a blog or website article about EOYHF on your website. Ensure there are clear/bold links or buttons to direct people to book an appointment (and make it easy for them to do so). Make sure to post this article on your social media platforms and boost to people in your local area.	<input type="checkbox"/> TO DO <input type="checkbox"/> DONE
Local Health Professionals and community organisations	Optometrists	Contact relevant local organisations and health professionals to educate about vision, positioning yourself as an expert. Leverage GP referral resources on our ProVision member website.	<input type="checkbox"/> TO DO <input type="checkbox"/> DONE



Links to ProVision help and resources

Access EOYHF Campaign Resource Hub [here](#)

Access EOYHF21 Dropbox [here](#)

Contact the Marketing Team via Live Chat, marketing@provision.com.au or contact us on our direct lines. View our team directory [here](#)