



EyeCarePro & ProVision Partnership

ONLINE PATIENT ACQUISITION



Look Forward.

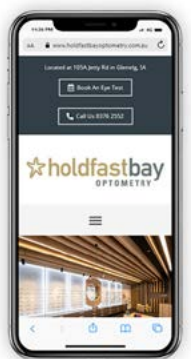
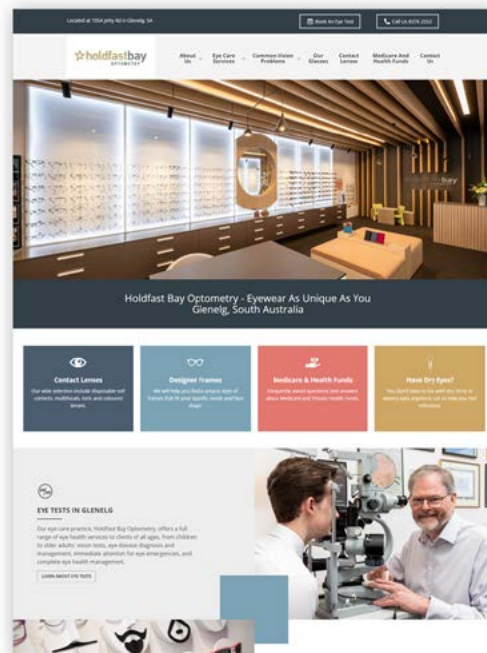
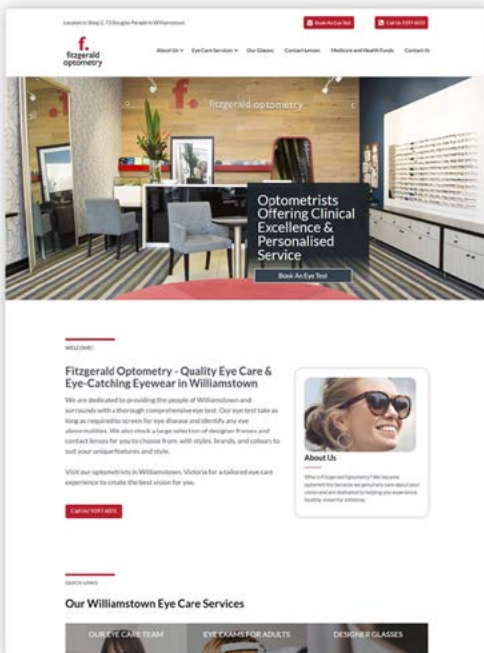


Finding New Patients Online

Over **97%** of consumers use online search to find local businesses.

Having a strong online presence is a crucial component of your marketing strategy. A high-performing website is essential for search marketing as it captures potential patients and funnels them to contact your practice.

Once captured, your potential patient needs to see a web presence that portrays why your services and associated products are so compelling – and converts that browsing consumer into a patient.



“For most practices the ongoing cost of having a ‘wow’ website is more than offset by the business it brings in,”

Jo Thomas, Holdfastbay Optometry



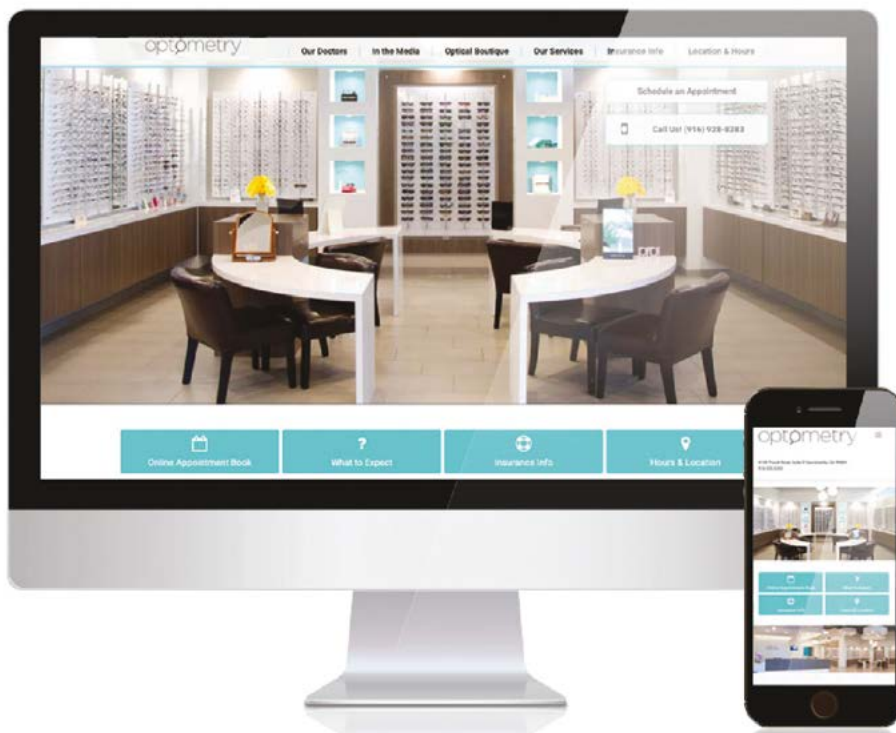
Why EyeCarePro?

Established and solely devoted to the eye care industry since 2005, EyeCarePro (ECP) are a group of 80+ internationally based staff of experienced Web Designers, SEO strategists and Marketing experts, set to bring the future of eye care marketing to your practice.

With nearly 1,800 clients and counting, ECP are constantly evolving to meet the needs of practices. ECP can customise their package to fit the needs of every kind of practice, from single optometrist community practices to multi-location urban powerhouses.

Their comprehensive digital marketing services include:

- Beautiful, professionally designed mobile-first websites with all Australian based content written for you.
- Personalised local SEO and Google My Business Management.
- Monthly meetings with a dedicated and experienced local ProVision Digital Marketing Specialist.
- Access to industry leading Google Search Advertising management, to help you get the best bang for your paid advertising buck.
- Campaigns that directly feed into Facebook and your website.



100%
Contract Free



DIY: Easy, Powerful
GetSetPro

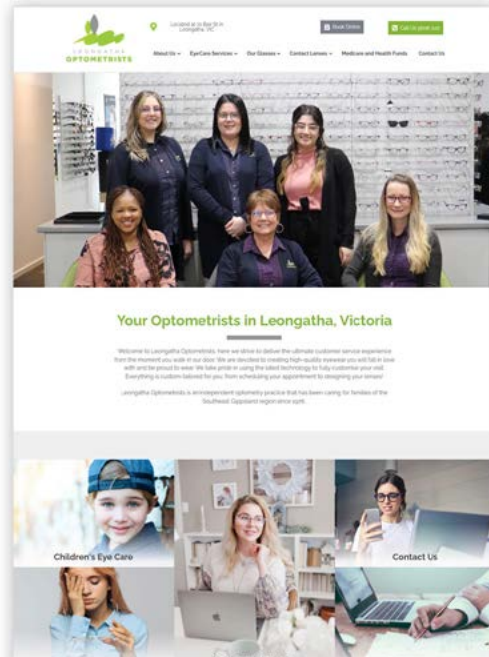
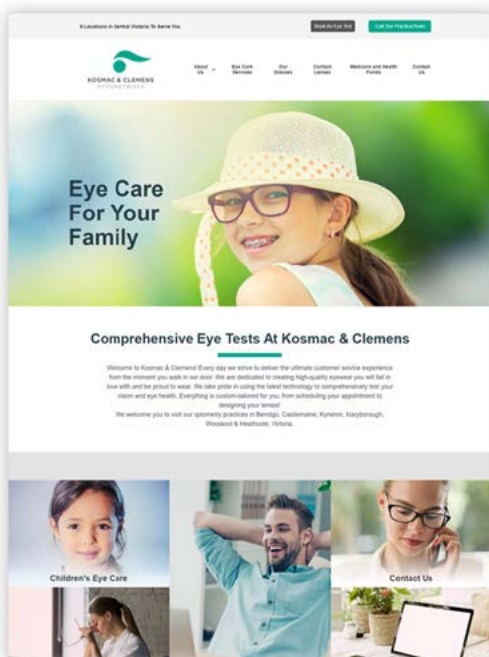
EyeCarePro and ProVision Partnership

ProVision's partnership with EyeCarePro brings you the best of both worlds as we work collaboratively to deliver a proven digital marketing service for your business.

ProVision's Digital Marketing Specialist will work with you to get your EyeCarePro website up and running, as well as lead monthly progress meetings to discuss return on investment and new strategies for continuous improvement. EyeCarePro's large team will operate behind the scenes to create and update your website, ensuring it is optimally performing to capture new patients. For practices supercharging their site with SEO and Google Advertising services, EyeCarePro will apply proven techniques to minimise your cost per acquisition.

Why Partner with EyeCarePro?

- 17 years' experience
- 100% optometry focused – deep industry knowledge
- 80 specialist staff – experts across all aspects of digital marketing
- Measurable outcomes – online dashboard calculates your ROI
- Flexible packages – affordable and scalable
- Monthly subscription – manage your cashflow



EyeCarePro have a website package perfect for every practice situation. Packages start at the base 'ODSite' and progress through to 'ODMetro'. It is important to get the right Website/SEO package for your local area. ProVision will work with you, assessing your situation and recommending the package that is right for you.

All websites provide everything a practice needs to scale up to better SEO and Digital Advertising packages, with confidence that this value is measured in a dashboard that displays traffic and patient appointments.

Website Package	OD SITE	OD ESSENTIALS	OD SPECIALTY	OD METRO
Comprehensive Member monthly price AUD\$	\$125/MO	\$550/MO	\$925/MO	\$1995/MO
Essentials Member monthly price AUD\$	\$165/MO	\$650/MO	\$1025/MO	\$2195/MO
SITE FEATURES				
Optometry website preloaded with content	✓	✓	✓	✓
Unlimited updates	✓	✓	✓	✓
Super fast support and site changes	✓	✓	✓	✓
GetSetSite: easy updates on-the-go	✓	✓	✓	✓
Unlimited pages		✓	✓	✓
INTRODUCTORY MARKETING				
GetSetPro Suite		✓	✓	✓
Dedicated Digital Marketing Specialist		✓	✓	✓
Monthly strategic consultations		✓	✓	✓
Localised SEO for general eye care		✓	✓	✓
Social media campaigns		✓	✓	✓
Detailed monthly analytics		✓	✓	✓
Monthly blog posts		✓	✓	✓
ADVANCED MARKETING				
Google Search Ads \$500 ads + \$230 management fee/month		✓	✓	✓
Custom Website Design			✓	✓
SEO & strategy for practice expertise eg. Behavioral, Dry Eye, Ortho-K etc			✓	✓
MULTI-LOCATION				
Optimisation per location/month	N/A	\$65/month	\$65/month	FREE

What happens next?

Do you have any questions? Please reach out to ProVision for a discussion.

ProVision Marketing

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