



Look Forward.

# Catch Up

## Campaigns

### DROPBOX LAUNCH

## Digital Assets and ProMarket Products Now Available!

Kick off your Independent Value Campaign now by heading over to the Campaign Resource Hub! There you'll find a simple, step-by-step guide to help you execute a successful digital media campaign, as well as new ProMarket products and digital assets.

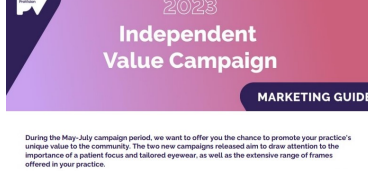
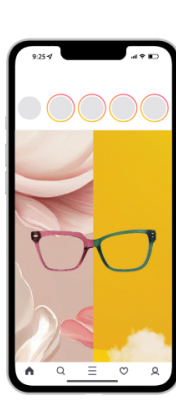
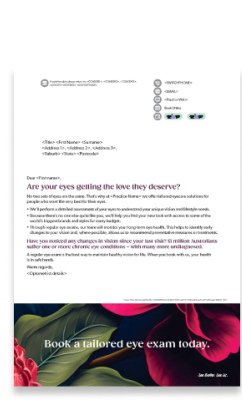
### START HERE

## Resource Hub

The Campaign Resource Hub has various items for you to download including instructions as well as links to materials to promote your practice via Facebook, Google, newspaper, and radio.

We urge you to visit the Campaign Resource Hub to educate your team and start planning your May to July communications.

[ACCESS THE CAMPAIGN RESOURCE HUB](#)



During the May-July campaign period, we want to offer you the chance to promote your practice's unique value to the community. The two new campaigns released aim to draw attention to the importance of a patient focus and tailored eyewear, as well as the extensive range of frames offered by your practice.

It is imperative that you promote this campaign outside the four walls of the practice. To facilitate this, we have developed direct marketing products in ProMarket and instructions on how to find new patients in the New Patient-Relating Dropbox. This is aimed to make promoting your practice as simple as possible.

May - New, Active and Lapsed Patients  
Drive new and existing patients to book appointments by actively offering your email direct marketing, outdoor newsletter and SMS.

WHEN	WHAT	TIPS	STATUS
First 2 weeks of May	Digital assets	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 all web pages. Speak to ProVision Marketing staff for initial assistance.	<input type="checkbox"/> TO DO <input type="checkbox"/> DONE
Third week of May	Take the time to ensure all assets are ready to go and ensure they are in a format where they can be used to promote the new patients.	Send out articles to learn how to effectively assess your Google My Business.	<input type="checkbox"/> TO DO <input type="checkbox"/> DONE
May	Social media posting	The first part of having an effective Social Media strategy - one that drives new patients - is sharing engaging content. Consider May - All general topics content calendar and discover social media tips and strategies here.	<input type="checkbox"/> TO DO <input type="checkbox"/> DONE

### PRODUCT PREVIEW

## Campaign Lookbook

Get a quick overview of the fantastic products available to order including emails, SMS messages, Google ads and more.

[VIEW CAMPAIGN LOOKBOOK](#)

### PLANNING

## Marketing Guide

ProVision has developed a comprehensive Marketing Schedule designed to help you fully leverage your campaign. Don't forget - activity drives results!

[VIEW MARKETING GUIDE](#)

### DIGITAL FILES

## Campaign Dropbox

Download social media posts, videos, and anything else you need to run a successful online campaign.

**Please note: It is important that you choose digital content that matches your in-store (banner) design, as well as the products you have ordered from ProMarket.**

[ACCESS THE CAMPAIGN DROPBOX](#)



### PROMARKET

## Order on ProMarket

ProMarket products are now live! Schedule campaign SMS messages, letters and emails to attract bookings throughout the campaign period.

[GO TO PROMARKET](#)

## ProVision Updates

### WORKSHOP RECAP

## Thank you, Adelaide!

A special thank you to everyone that came along to yesterday's Generational Marketing workshop in Adelaide. Hosted by Katrina McCarter, the event was an incredible success and it was pleasing to see so many engaging with the topic of practice marketing.

**If you haven't yet registered for the Sydney or Melbourne events, please reach out to your Business Coach.**



### WEBINAR RECORDING

## Financial Matters with Paul McKinley

Did you miss out on the opportunity to attend the Financial Matters webinar? There's no need to worry, you can watch the recording today!

With the cost of living and doing business rising, the webinar provides valuable insights and tools to put you in a better financial position in 2023. Hosts Paul McKinley and Donna Treloar deep-dive into a series of topics that can help you save money and invest in the right areas from both a business and personal perspective.

[View the recording here >](#)



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