



Campaigns

PROMARKET + DROPBOX

Digital Assets and ProMarket Products Now Available!

Kick off your End of Year Health Fund direct marketing by heading over to the Campaign Resource and Social Media 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.

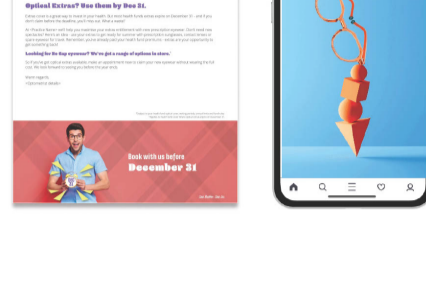
[START HERE](#)

Campaign Resource & Social Media Hub

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

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

[ACCESS THE HUB](#)

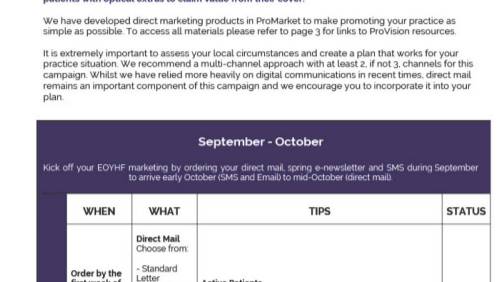


PRODUCT PREVIEW

Campaign Lookbook

Get a quick overview of the fantastic products available to order including standard and premium letters, emails, gift vouchers, 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!

[DOWNLOAD THE MARKETING GUIDE](#)

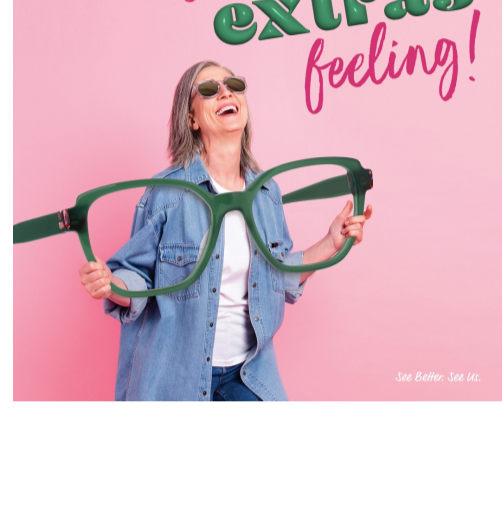
DIGITAL FILES

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. This ensures consistency across all messaging.

[ACCESS THE DROPBOX](#)



PROMARKET

Order on ProMarket

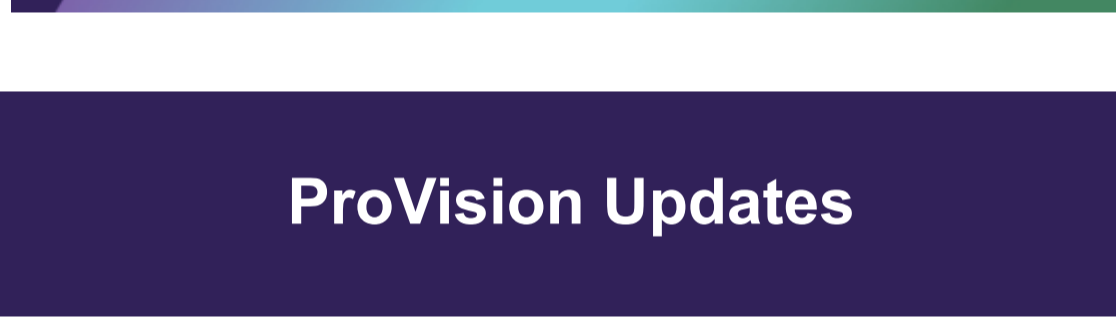
ProMarket products are now live! Schedule campaign SMS messages, letters and emails to attract bookings throughout the campaign period.

[GO TO PROMARKET](#)

VIDEO

Opti Bag Assembly

Did you order Opti Bags as a part of your End of Year Health Fund campaign? If so, click below to watch our short video and see Kiara from the ProVision marketing team assemble an Opti Bag using a simple, step-by-step process.



ProVision Updates

MEMBER ROADSHOW

Register Now for Victorian Member Update Roadshow

The rescheduled Victorian Member Update Roadshow is locked-in for Monday, October 9th. CEO Tony Jones and the ProVision Leadership Team will be updating Vic members on a range of initiatives, including:

- The pilot launch of ProIntel, ProVision's upcoming platform for sales and marketing intelligence
- Marketing technology progress, including plans to enable patient marketing automation that engages customers through digital touchpoints
- Online frame galleries that can be shared on practice websites

ProVision will also be hosting a special educational presentation facilitated by Paul McKinley, Director of Optometry Finance Australia (OFA).



The Victorian Member Update Roadshow will run on October 9 at Pullman Melbourne on the Park.

Click below to register on Eventbrite.

[REGISTER FOR THE ROADSHOW](#)

Learning & Development

LUNCH & LEARN WEBINAR

Employment Law with James Sanders

We're pleased to invite you to join our lunch and learn webinar, where James Sanders from MST Lawyers will cover topics relating to:

- Family & Domestic Violence Leave
- Pay Secrecy
- Superannuation Stapled Fund First
- Flexible Work Arrangements
- Closedown/Forced Shutdown Leave
- Sexual Harassment
- Psychosocial Safety

When?

Tuesday 26 September, 2023, 12-1pm AEST

Who should attend?

Practice Owners

[REGISTER FOR THE WEBINAR](#)



PROVISION COURSES

Intro to Optics & Advanced Lenses

Intro to Optics and Advanced Lenses will be delivered nationally by ACOD's James Gibbins and Chedy Kalach.

Intro to Optics Dates

- VIC/TAS- Tuesday 3 October
- NSW- Wednesday 4 October
- QLD- Wednesday 19 October
- WA - N/A

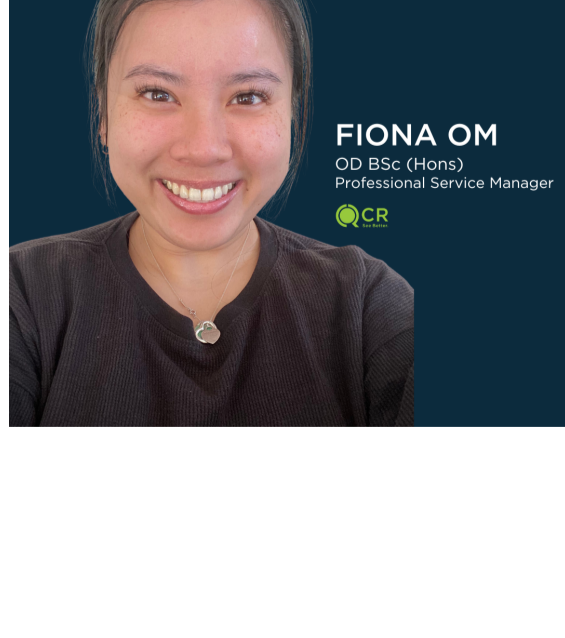
[REGISTER FOR INTRO TO OPTICS](#)

Advanced Lenses Dates

- VIC/TAS- Monday 2 October
- NSW- Tuesday 3 October
- QLD- Wednesday 18 October
- WA - N/A

[REGISTER FOR ADVANCED LENSES](#)

Supplier Space



SUPPLIER WEBINAR

CR Labs and Avulux CPD Accredited Webinar

Join CR Lab's very own Fiona Om for a webinar on Optometry's role in Migraine and Light Sensitivity.

Migraine impacts around 4.9 million Australians. For people experiencing a migraine attack, up to 90% experience light sensitivity and up to 60% of attacks are triggered by light.

The webinar will discuss the prevalence of migraine and light sensitivity, the pathophysiology, relevant optometric tests and different management options, both non-optical and optical.

Register for the webinar via Optometry Australia [Click here to register >](#)

We're always here to help optom.provision.com.au
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ProVision Eyecare Pty Ltd
92 Peters Avenue, Mulgrave VIC 3170
03 8544 3900

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