

# Planning your Anniversary Campaign



## STEP 1: UNDERSTANDING YOUR PRACTICE

QUESTIONS	PROVIDE YOUR ANSWERS HERE...
When is your official anniversary date?	
How long have you been part of your current community? Years, Generations etc	
How long have the optometrists been at this particular practice?	
How many years of combined optical experience do you have as a team?	
What makes your practice unique?	
What are your 'Why Choose Us' points? <a href="#">More details here &gt;</a>	
What else is your practice known for? Specialist offerings etc	

Do you have a high number of repeat patients?	
Do you need to attract more new patients to the practice? Or would you like to engage with a different demographic?	
Do you have a lot of stock to clear?	
Do you have competitors nearby, particularly corporate ones?	
Tell us about your patients, who are they?	
Tell us about your practice and location...	
Set 1-2 achievable objectives. When writing these down, think of ways that these can be achieved throughout the duration of your campaign	

*After concluding Step 1, kindly proceed with Step 2 accordingly.*

## STEP 2: DESIGN PREFERENCES

Things to Consider	Action Required	Notes – Track your progress
Anniversary Message	What is your preferred anniversary message? Examples of anniversary messaging can be <a href="#">found here &gt;</a>	
Anniversary Icon	List any design ideas or preferences you may have for your anniversary icon. Our anniversary portfolio can be <a href="#">found here &gt;</a>	
Signage Planning	If you would like to have your anniversary message as signage, consider where this may go. Refer to our signage portfolio for approximate costs. <a href="#">Found here &gt;</a>	
Signage Positioning	Take photos of the intended signage locations to have ready to supply to ProVision. Photo Requirements Guide <a href="#">found here &gt;</a>	

*Upon the conclusion of Step 2, please proceed accordingly with Step 3.*

### STEP 3: PLAN YOUR PROMOTIONAL ACTIVITIES

Things to Consider	Action Required	Notes – Track your progress
Promotional Activities	We recommend implementing promotional activities for every interaction that patients have with your business. It's crucial to reflect on your objectives when selecting your promotional activities	
Stationery	Consider whether you want to add your anniversary icon to your business cards and letterheads	
Digital Elements	We recommend that you have elements designed for your digital platforms such as email, website, and social media	
Direct Marketing Communications	Consider how you might communicate your anniversary message with your patients – letter, postcard, or emailer	
Budget Planning	Consider what budget you want to set for your marketing campaign and whether this may align with your selected promotional activities	
Style Event	If you are running a style event in-practice, please refer to our strategy document <a href="#">found here &gt;</a>	

Once you have considered the items outlined in Steps 2 and 3, it is advisable to schedule an appointment with the Local Area Marketing team. Please send an email with this completed document to [marketing@provision.com.au](mailto:marketing@provision.com.au) to arrange a meeting.