

Celebrating Your Practice Anniversary

Celebrating your practice anniversary can be a transformative marketing initiative that strengthens customer relationships, attracts new clients, and enhances your brand's reputation. Here's a structured approach to creating a successful anniversary campaign.

Overview

Anniversary campaigns offer significant benefits, such as **boosting revenue, enhancing customer appreciation, and increasing brand visibility**. They showcase the **longevity of your business, setting you apart from corporate chains** by emphasising **continuity of care** and **building consumer trust**.

Additionally, these campaigns provide an excellent platform to reaffirm your practice's vision, mission, and values, fostering team morale and aligning your staff with the organisation's goals. However, successful anniversary campaigns require thoughtful planning and strategic execution to maximise their impact.

1. Timelines

Begin planning your anniversary campaign 2-3 months (or more) ahead of the anticipated launch date. With many moving parts involved, it's essential to outline your year and select the optimal timing for your campaign launch.

This can be a great opportunity to leverage quieter periods, ensuring that all staff are on board and prepared to engage fully during this time.

Remember, only you know your official anniversary date.

2. Launching a Successful Campaign

To launch a successful campaign, it's essential to adopt a multi-faceted approach that integrates both digital and traditional marketing strategies.

Start by creating compelling signage and engaging digital assets to capture that resonate with both passers-by and online viewers. Strategic visuals and messaging are essential tools for drawing in potential customers who may not be familiar with your brand. A strong offer such as discounts or exclusive services can draw patients in and encourage repeat visits.

Don't overlook the power of traditional print marketing. Letters and postcards can effectively reach your audience and reinforce your message. Successful campaigns often leverage a diverse mix of channels, ensuring maximum visibility.

Throughout the process of planning your anniversary, focus on the benefits for patients, highlighting how your offerings meet their needs and fostering loyalty within your existing database. By combining these elements, you can create a well-rounded campaign that strengthens relationships and drives patients back to your practice.

3. Support from ProVision

ProVision is here to support you throughout your entire anniversary campaign at a highly competitive design rate. This guide highlights how we can assist you at each step of executing your campaign. If you prefer to handle it independently, the guide provided will still help you launch your campaign effectively.

Below is the design hourly rate:

Comprehensive Members	Essential Members
\$85 per hour plus GST	\$95 per hour plus GST

4. Approximate Anniversary Design Costs

The spreadsheet below outlines some of the design elements we can create along with estimated design times. Keep in mind that these costs may vary based on the complexity of the design and the specific items ordered. This serves as a general guideline.

Additionally, please note that design time is separate from production costs; any printing and installation services will be quoted separately. Refer to 5. Approximate Production Costs for an approximate breakdown.

Design Elements	Design Hours
Creative Concept	4-6 hours
Signage – Interior & Exterior	5-7 hours
Signage Production Management	1 hour (if required)
Postcard or Letter	2-3 hours
Bespoke Emailer	2-3 hours
Poster Design	2-3 hours
Website Banner	1 hour
Facebook Banner	30 minutes
Email Signature	Included with Creative Concept
Short Video for Socials	3-4 hours
Canva Anniversary Style Palette	1 hour
Letterhead Design	1-2 hours
Lens Cloth Design	1-2 hours
Spray Bottle Design	1 hour
Accessory Kit	2 hours
Practice Bag	1-2 hours

5. Approximate Production Costs

Here is an overview of the estimated costs for some of the most popular design elements ordered by our Members. Please keep in mind that prices may vary based on the quantity you order and your delivery location. ProVision is here to help you stay within your preferred budget and offer recommendations on activations that will deliver the best results. Before moving forward with the design process, we typically provide quotes for your review and approval.

Design Elements	Approximate Costs	Delivery Costs
Signage	\$1,000 - \$3,000	-
Premium Letter with Card	\$2.78 - \$3.10 per letter	inc. Shipping
Standard Letter	\$2.15 per letter	inc. Shipping
Postcard	\$2.00 per letter	inc. Shipping
Practice Bags	45c - 73c per unit (QTY 500-1000)	Approx \$277.06
Accessory Kits	\$2.59 per unit (QTY 500)	Approx \$51.00
Mailchimp Set-Up	Free for less than 500 contacts Check pricing here >	-

Planning Your Anniversary Campaign

When reading through the below guide, it's recommended that you complete the ['Planning-your-Anniversary-Campaign'](#) questionnaire. Once this is completed, email it to marketing@provision.com.au and kick start your campaign.

1. Understanding your Practice

Understanding your practice is crucial for planning a successful anniversary campaign. By assessing your current positioning, you gain valuable insights into what distinguishes your practice and how it is perceived within the community. Furthermore, identifying your target audience enables you to tailor your campaign to effectively resonate with their preferences and needs.

Next Steps:

1. Conduct a SWOT analysis to identify your strengths, weaknesses, opportunities, and threats. This will help clarify your unique selling proposition.
2. Gather feedback from patients to understand how they perceive your practice and what they value most.
3. Analyse your existing database, noting age, gender, location and lifestyle. Understand your audiences' values, interests, and motivations.

2. Set Achievable Objectives

Establishing specific, measurable, achievable, relevant, and time bound objectives provides clarity and direction. It is recommended that you set some SMART goals to help guide the next steps of launching an anniversary campaign.

Examples of Objectives:

- Attract New Clients - Setting a clear percentage increase target for new patients helps focus your marketing efforts and provides a benchmark for success.
- ☐ Retain Existing Clients - Goals for patient re-engagement can help strengthen relationships, ensuring your existing clients feel valued and connected to your practice. You can target those who have not returned for the last 3-5 years.
- ☐ Clear Excess Stock - Defining inventory reduction targets aids in managing stock effectively, freeing up space for new products and improving cash flow.

3. Setting a Budget

Once you have a holistic understanding of what you want to achieve, it is recommended that you set a budget. Focus on initiatives that are most likely to reach your target audience and generate the desired outcomes within your budgetary constraints.

4. Design Preferences

The foundation of your anniversary campaign lies in a **compelling message** and a **creative concept**, often represented by an icon that can be adapted across various channels. Start by brainstorming visual elements for your anniversary icon. Think about the tone of your campaign: should it be conservative, bright and bold, modern or more celebratory?

Next, focus on crafting your anniversary message. Aim for clarity, conciseness, and heartfelt sentiment to effectively connect with your local community.

Next Steps:

1. Determine Visual Elements: Explore ProVision's Anniversary portfolio for inspiration for a creative concept or check out platforms like Google or Pinterest. Alternatively, you can rely on the expertise of your graphic designer.
2. Develop Your Anniversary Message: Create a message that expresses gratitude and highlights your practice's journey. A heartfelt message not only communicates appreciation but also strengthens the emotional connection with your community.

Examples:

"Celebrating 20 Years of Serving the Community"

"Dedicated to Quality Eyecare For 20 Years"

"Celebrating 20 Years of Family Eyecare"

"Eyecare Excellence for the [Local Area] Community Since 1989"

By thoughtfully considering these design preferences, you can ensure that your anniversary campaign is both visually appealing and deeply resonant.

How Can ProVision Help?

ProVision's Local Area Marketing department offers graphic design services at a highly competitive design rate for both Comprehensive and Essential Members. We provide you with a creative concept that can be seamlessly integrated across all your marketing activities, including signage, digital, and print. To find out more about this service, email marketing@provision.com.au.

5. Anniversary Signage

We highly recommend prominently displaying your anniversary icon through signage, as reaching your practice anniversary is a significant milestone worth celebrating.

Effective signage communicates this achievement to everyone, serving as a single message that attracts new patients, engages existing ones, and reconnects with those who may not have visited in a while. Investing in anniversary signage will provide lasting benefits, allowing you to convey your message repeatedly without losing its impact.

Next Steps:

1. Determine the placement on your signage: Strategically place signage in areas that have maximum visibility, ensuring that your anniversary celebration reaches as many people as possible and generates buzz.

Tips:

- Embrace Creativity: Anniversary campaigns are a great opportunity to experiment with colour and step outside your usual style guide. This can create excitement and give the local community something to talk about. Note: your signage should reflect your chosen creative concept.
- Request Mock-Ups: Consult with your graphic designer or the ProVision marketing team to design a mock-up of your signage. This document is valuable because it allows you to visualise how the signage will appear before finalising any decisions.

How Can ProVision Help?

Using your creative concept or anniversary icon, ProVision can also assist by collaborating with your preferred local signwriter, or we can help you find one. We provide mock-ups to illustrate how the signage will look and can package and size the artwork appropriately for the signwriter. Additionally, we can coordinate the installation process, including quotes, payment and timelines.

6. Other Considerations

Effectively communicating your message across various platforms is essential. While establishing a presence in your physical practice is important, planning how to extend your message beyond just signage is equally crucial.

Before determining how to expand this message, consider whether you'll be offering any special promotions, giveaways, or events to celebrate this milestone. If you choose to include any of the following, make sure to highlight them in your additional communications.

Next Steps

1. **An Enticing Offer:** A fabulous way to encourage patients to return to your practice. For active patients, it helps maintain loyalty and shows appreciation for their trust. For lapsed patients, it provides an incentive to come back, and for new patients, it gives them a reason to experience your services.
2. **Hosting a Style Event:** This is another excellent way to acknowledge loyal patients and turn them into advocates for your practice. It also helps re-engage existing patients and attract new ones. Additionally, it presents a fantastic PR opportunity, allowing you to celebrate with your local community and involve your suppliers. Most importantly, style events have proven to bring in additional revenue during quieter times.
3. **Giveaways:** Offering giveaways or prizes can boost sales by requiring a minimum spend to enter the draw. This is a great way to encourage patients to make a purchase during a particular time and invite them back to practice.
4. **VIP Offers:** Celebrating your anniversary by showing appreciation for your VIP patients has been highly successful. Consider offering a special gift as a gesture of thanks for their loyalty, inviting them back to the practice to collect it and celebrate with you. The gift could be a bottle of wine, an embossed glasses case, a personalised lens cloth, or a similar thoughtful item. Let your creativity shine!

Considerations:

- Will you have an offer?
- When will the offer be available?
- What are your terms and conditions?
- Will you include any suppliers, if so, who?
- How and when will the winner be announced for any giveaways?

How Can ProVision Help?

If you're unsure what offers to include in your anniversary campaign, feel free to reach out to your Business Coach or the marketing team for guidance. We can also assist in refining your terms and conditions as needed.

7. Marketing Initiatives

Anniversary campaigns offer a chance to create an impact and share a compelling story with both existing and new patients. When establishing what you would like to do for your anniversary, it's recommended that you reflect on the objectives set in step 1 and evaluate how these objectives can be achieved through your chosen initiatives.

Remember: Don't overlook the power of traditional print marketing.

Our greatest success stories come from Members who have their anniversary icon rolled out across signage, plus digital elements and direct patient communications, typically paired with an offer or style event.

Options Worth Considering:

- Bespoke Emailers
- Invitations to Style Event
- Letter or Postcard to Patients
- Social Media Posts and Stories
- Short Videos for social media
- Video Stories for Facebook and Instagram
- Digital and Media Screens
- Ad Creation
- Newspaper Editorials and Ads
- Website Skins and Banners
- Email Signatures
- Posters and Counter Cards
- Vouchers and DL Flyers
- Practice Merchandise (Bags, Lens Cloths, Spray Labels)
- And more!

How Can ProVision Help You?

Design Service

We can help you with designing nearly anything! We've compiled a list of the most common initiatives we've supported Members with for anniversary campaigns, but our capabilities extend far beyond that. If you have a creative idea but aren't sure where to begin, reach out to us and we can provide a quote.

Ordering and Finding Suppliers

ProVision not only assists with designing these items but also sourcing affordable print quotes. We manage all communications with suppliers to ensure everything is ordered, paid for, and delivered on time for your event. ProVision will cover the invoice, which will then be reflected on your ProVision statement.

Copywriting

When collaborating with ProVision to design additional collateral, we also offer a copywriting service **free of charge** to help streamline the process.

Strategy Execution and Timelines

Our Local Area Marketing team can help you establish timelines for your marketing initiatives. This service is **free of charge**. We'll help guide your patient communications to ensure you stay on track and have a clear plan to follow