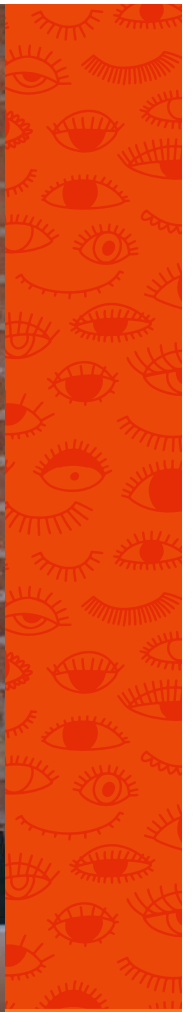


Q4  
2022



# Optical Marketing Playbook

Marketing tips and tools for your practice  
to have a successful quarter.



My Marketing Team™



## Introduction




### WE'RE SO HAPPY YOU'RE HERE!

Marketing to attract and retain patients can be overwhelming—from planning social media content to delivering an exceptional patient experience and getting that five-star rating online.

That's where **My Marketing Team** comes in. An exclusive benefit for practices participating in the VSP Vision™ Premier Program, we're here to support you with marketing tips and resources.

This quarter's marketing playbook is about closing your year strong and breaks down an easy-to-implement game plan so you can spend more time caring for your patients!

## Contents

- 1** Use It or Lose It Marketing Materials 
- 2** Giving Season Tips 
- 3** Start the New Year Strong 



# 1

## Use It or Lose It Marketing Materials



The clock is ticking on your patients' benefits! Remind patients to use their benefits before they expire—the more they understand how they can use their benefits, the more proactive they will become. They may not know that Flexible Spending Account (FSA) funds can be used for eye care and eyewear, so it's important to educate your patients and increase awareness.

Don't miss out on implementing these simple, turnkey programs to ensure your practice has a successful end of the year.

**Social** – Share these countdown posts at 45, 30, 15, and five days remaining on benefits. These are perfect to use on your social media channels to remind patients to use their benefits before the end of the year.



RECOMMENDED SOCIAL COPY: *Take advantage of your vision benefits and FSA funds before they expire! Call our practice today to schedule your exam before the end of the year.*  
*#FSA #VisionBenefits*

[DOWNLOAD HERE](#)

### DID YOU KNOW?

Practices participating in the Premier Program at the Platinum level have complimentary access to Hootsuite. Hootsuite is a seamless, easy-to-use social media platform to consistently post on your practice's social accounts.

[REQUEST AN ACCOUNT HERE!](#)

Check out more tips to help remind your patients of the importance of an eye exam. [Learn more here.](#)



## WEBSITE

Start using messaging on your website about benefit and FSA expiration. Download this website graphic:



[DOWNLOAD HERE](#)

## EMAIL

Send an email to your patients communicating the importance of annual eye examinations, including a benefit expiration reminder and FSA optical awareness. Feel free to use the template below with these graphics. [View patient email template.](#)

**SUBJECT LINE: USE YOUR BENEFITS BEFORE THEY EXPIRE**

Have new or unused vision benefits? Follow these three tips to get the most out of your vision plan. That means low out-of-pocket costs while seeing your eye doctor and getting high-quality eyewear.

1. Know what your plan covers. To find out what your vision plan covers, simply log in to your vision plan account for your detailed benefit information.
2. Get an annual eye exam. An annual eye exam is your yearly check-up of your vision and eye health. An eye exam can also uncover early signs of serious health conditions such as diabetes and hypertension. The entire family can benefit from an eye exam, including babies, young children, and teens. Start the year off with the clearest vision possible.
3. Choose from a wide selection of stylish frames and lenses. If you do need glasses, finding the right eyewear for you and your family is easy when you see your eye doctor. Ask about rebates from featured frame brands or popular lens enhancements like anti-reflective coatings, progressives, and light-reactive (photochromic) lenses to help save you money.

**Insider tip:** If you're looking for a little style inspiration, check out the [virtual try-on tool](#) from Eyeconic®.

Now that you know how to get the most from your vision benefits, make this the year to prioritize your eye health and wellness by scheduling an annual eye exam for you and your family.

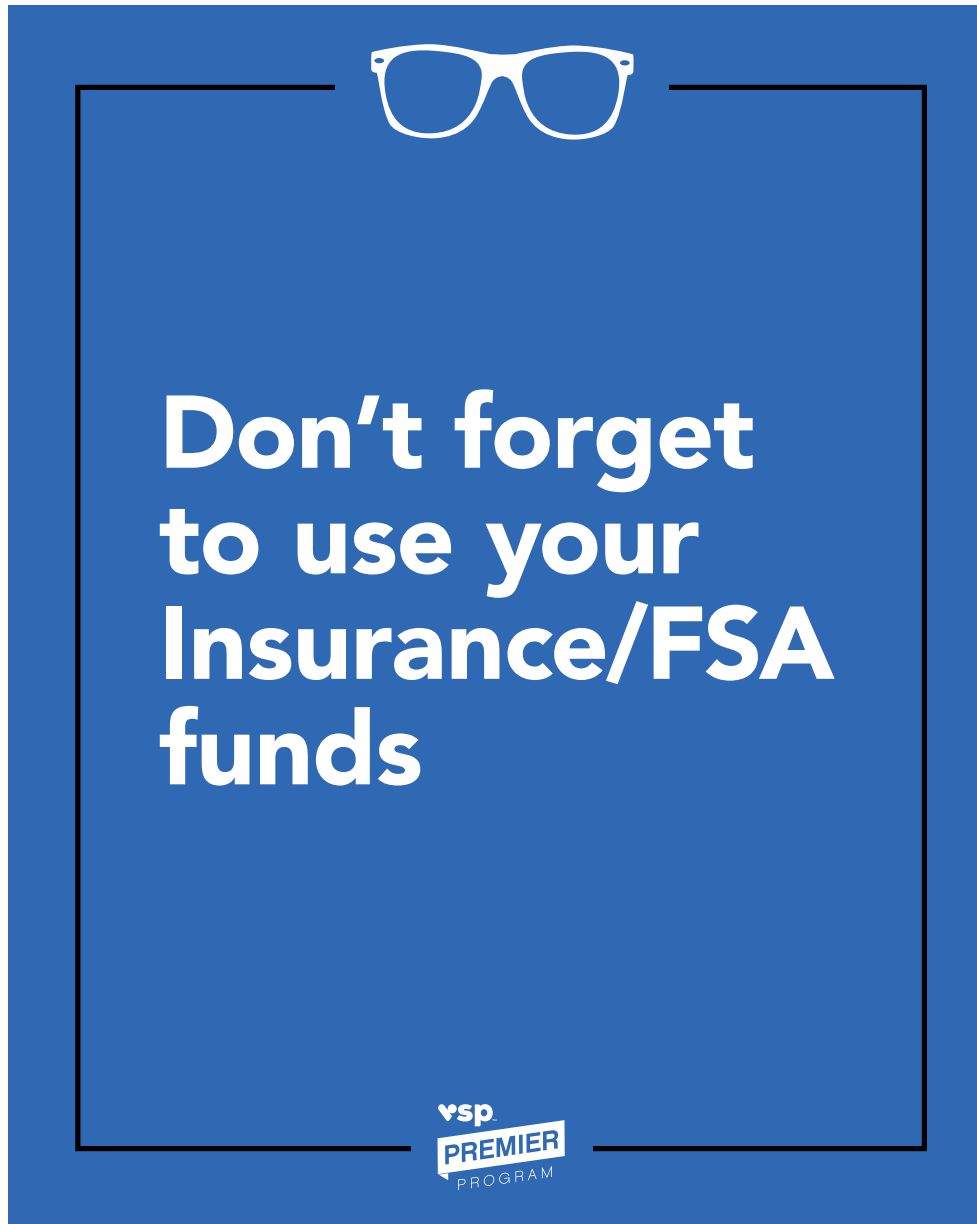
<Insert Practice Name>< Insert Practice Website>

[Send](#)



## IN-PRACTICE

Use window signage that calls out benefit expiration. Consider adding benefit and FSA messaging to patient forms on the clipboard or tablet welcome screen. Download this poster to use in your office!



[DOWNLOAD HERE](#)



## BEAT THE RUSH

Consistent messaging can encourage your patients to avoid the December rush and use their benefits sooner. Use these graphics to remind them to schedule a visit to your practice before time runs out!

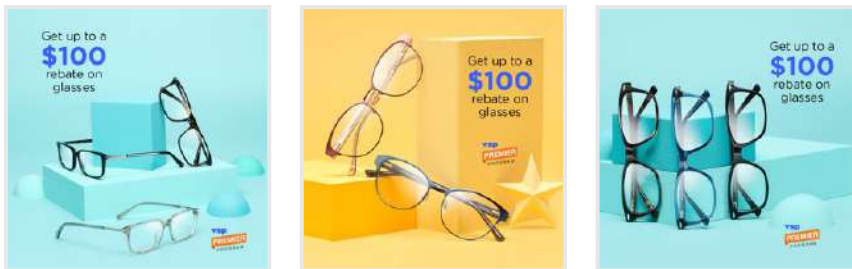


*SOCIAL COPY: Schedule an eye exam today before your 2022 benefits expire!  
Put your eye health first and see your optometrist before the busy holiday season.  
#useitorloseit #visionbenefits #practicename #cityname*

[DOWNLOAD HERE](#)

## PERFECT PAIR REBATE FOR YOUR VSP PATIENTS

Through the Perfect Pair rebate, VSP Vision members are encouraged to schedule an eye exam at a Premier Program location before the end of November 2022. Plus, with the limited time Premier Pays More promotion, YOU get extra payments when those members purchase select frames and lenses—definitely a “perfect pairing”!



[DOWNLOAD GRAPHICS HERE](#)

Up to  
**2X MORE**  
Frame Payments

Up to  
**1.5X MORE**  
Lens Payments

**vsp**  
**PREMIER**  
PROGRAM **PAYS MORE**

[LEARN MORE](#)



## LEVERAGE YOUR VENDOR PARTNERS

Utilize complimentary end-of-year marketing content and resources from your vendor partners:



### MAUI JIM

Download FSA graphics for Maui Jim [here](#).



### ZEISS

Download end-of-year marketing resources from ZEISS [here](#).

Interested in learning how you can automate text messages and emails to remind your patients to use their benefits? Click on the logos below to learn more about how our VSP® Premier Program Partners Eyefinity®, Weave, and Solutionreach can help you stay engaged with your patients.



### GATHER EVEN MORE TIPS FROM PREMIER IN THIS PREMIER ACADEMY360™ COURSE!

*Creating a Memorable Shopping Experience (Course 407GP):*  
In this course, you'll learn the importance of strategic selling and creating a tailored shopping experience to help your patients use their benefits and FSA funds before the end of the year.

[CONTINUE TO COURSE ▶](#)

Looking for more tips to help your patients get the most out of their vision benefits? [Check out this article and share these ideas with them!](#)





The holidays are an important time to give back to the community, and your patients will be glad to see that their provider is taking part. Philanthropy is a great way to increase brand loyalty and purchase intent! Get involved by partnering with a local charity to help drive donations to their organization—you can do this through eyewear donations, volunteering, or holding a fundraiser event, such as a 5K fun run or an in-office party.

With Giving Tuesday just around the corner, here are some ways you can get involved and start your own local giving program:



### **SOCIAL**

Announce the local giving program on your social media and ask the organization you're partnering with to post on their social media as well. This will increase your exposure to their followers, helping you get more donations, and ensuring more patients discover your practice!

### **WEBSITE**

Add the details of your giving program to a home page banner on your website or in the "About Us" section. Be sure to include important information on how your patients can get involved.

### **IN-PRACTICE**

Increase awareness in-practice with frame board signage, waiting room and exam room posters, and countertop signs. Ensure your staff mention the giving program to patients during their visit as well!

Learn more about how your practice can get involved in local charity events.







Let's ring in the new year by reminding your patients about their new benefits. You're ending the year with a bang, so let's take that momentum and start filling the schedule through to the first quarter! Check out these helpful tips to ensure a busy January.

### NEW LOCATION FIELD GUIDE

Are you planning to open a new location next year? Are you looking for more tips to market your existing practice? How about reintroducing your practice to gain patients and business recognition? Check out the Location Field Guide for ideas on how you can advertise your new or existing practice to the community!






[VIEW THE GUIDE](#)

### NEW YEAR, NEW PATIENTS

Is your practice fully booked through the end of the year? Don't worry, you can still use this time to reach potential new patients and fill up your schedule for the new year.

#### Here are a few things you can do now:

-  **Set up a referral program.** Get the program running before the end of the year so you can start handing out referral cards when your practice is busiest. [Learn how here.](#)
-  **Reach new family members.** If a patient mentions their family members, ask them if they've visited your practice yet and if not, encourage them to schedule an exam in the new year.
-  **Unboxing of new eyewear styles.** Schedule a Facebook or Instagram Live session to unbox new arrivals and attract new patients. Create fun style categories to help showcase all the eyewear you currently have and some of the best sellers.

[DOWNLOAD GRAPHICS HERE](#)



## ENGAGE EXISTING PATIENTS

Don't forget, many of your current patients may have used their benefits early in the year and are ready to visit your practice as soon as possible. Consider using this time to reach out and remind them that their benefits will be renewed in the new year!

Here are some tips to fill your January schedule:

- **Open Enrollment.** Don't forget to talk to your patients about open enrollment this quarter! Open enrollment is the perfect time to remind your patients to select insurance, so they can continue their eye care with you and come back for their next annual eye exam.



[DOWNLOAD INDIVIDUAL PLAN GRAPHICS HERE](#)

[DOWNLOAD FEDVIP GRAPHICS HERE](#)

- **Send an email.** Send a reminder email to patients letting them know they have new benefits coming soon. Some patients may be waiting for their new benefits to make an eyewear purchase!
- **Let's get social.** Schedule posts to your social media accounts to remind patients about their renewed benefits, how to schedule an eye exam, and show them any new eyewear styles in-office.

### VIDEO SPOTLIGHT

Learn more about creating video content to promote end-of-year promotions in your practice. Watch our latest My Marketing Minute video "Why You Need to Start Creating Video Content NOW."



## HERE'S WHAT TO DO NEXT:

1. Download all the content provided to try out these plays. Missed the Q3 playbook? [Check it out here](#) to find more marketing tips and ideas.
2. Catch up on the latest [My Marketing Minute videos](#) to help you save valuable time on your practice marketing.
3. Let us know what's working for you! [Reach out to us](#) if you have any questions or need help using these materials, or to ask about additional marketing tools available through My Marketing Team.



[DOWNLOAD THE LATEST MARKETING CAMPAIGNS](#)

[GET IN TOUCH WITH US](#)

**Looking for more in-depth marketing help? Contact us** to learn how your practice can receive a consultation from one of our marketing experts.



**Website:**

[mymarketingteam.com](http://mymarketingteam.com)



**Email:**

[mmt@vsp.com](mailto:mmt@vsp.com)



**Facebook:**

[Message us @VSPProviders](#)

