

A close-up photograph of a human eye. The iris is a vibrant blue-green color and contains a detailed reflection of a forest scene with tall trees and a bright sky. The eye is surrounded by dark eyelashes and light-colored skin. A teal-colored rectangular box is overlaid on the left side of the image, containing white text.

Bright Eyes Optical Calgary 2023 - Marketing Plan

Increasing Patient Acquisition
and Retention

A close-up, shallow depth-of-field photograph of an optical instrument, likely a phoropter. The image shows a circular dial with numerical markings (0, 3, 6, 9, 12, 15, 18, 20) and a central lens or aperture. The lighting is warm and focused on the dial, with the background being blurred.

Clinic Background

Bright Eyes Optical Calgary is a long-standing optometry clinic and has observed a decline in patient numbers due to the rise of online competitors and discount stores.

The clinic's history, community involvement, state-of-the-art equipment, and a dedicated team lay a strong foundation for growth.

Assumptions

Based on the information provided

- Limited marketing budget - cost-effectiveness is crucial.
- Patients and potential new patients are tech-savvy and engage with social media, websites and search engines.
- Clinic uses a CRM or email platform (MailChimp, Constant Contact)
- Clinic is active in the community
- Patients are motivated by loyalty rewards/referral programs.

Market Analysis

- **Competition:** The optometry industry in Calgary is competitive, with several established clinics, chain stores, and online retailers vying for patients' attention.
- **Consumer Behavior:** Increasingly, consumers are turning to online retailers and discount stores for eyewear. However, the clinic's emphasis on personalized care and community involvement can distinguish it from online competitors.
- **Health and Wellness Awareness:** There's a growing awareness of the importance of regular eye exams and eye health, presenting opportunities to educate patients and promote eye care services.
- **Fashion Trends:** The demand for stylish eyewear continues to grow, with patients seeking not only functional eyewear but also fashion-forward frames and sunglasses.

Clinic Services

Services include:

- Comprehensive eye exams
- Contact lens fitting
- Dry eye clinic
- Myopia management
- Pediatric optometry
- Offers a wide selection of frames, sunglasses, and lenses.

Clinic's Strengths

WHY CHOOSE US?

- **Established Reputation:** More than 25 years in the community, Bright Eyes Optical Calgary has built a strong reputation for providing high-quality eye care services.
- **Community Involvement:** Participation in local community projects and events strengthens your connection with the people of Calgary.
- **Advanced Equipment:** Use state-of-the-art equipment, ensuring that patients receive top-notch eye care.
- **Patient-Centric Team:** Highly trained and dedicated team goes the extra mile to provide an exceptional patient experience.

Marketing Objective

OBJECTIVE

- Increase patient **acquisition** and **retention** in the face of competition.

Understanding your Audience



TARGET AUDIENCE

- Calgary residents aged 25-55, including professionals and families, who seek personalized and reliable eye care services.

Including:

- Regular eye exams
- Eyeglasses
- Contact lenses
- Professional eye health advice

Marketing Tactics



Recommended Tactics

- Social Media Marketing
- Local SEO and Google Ads
- Email Marketing
- Community Involvement
- Patient Loyalty Program

Social Media Marketing

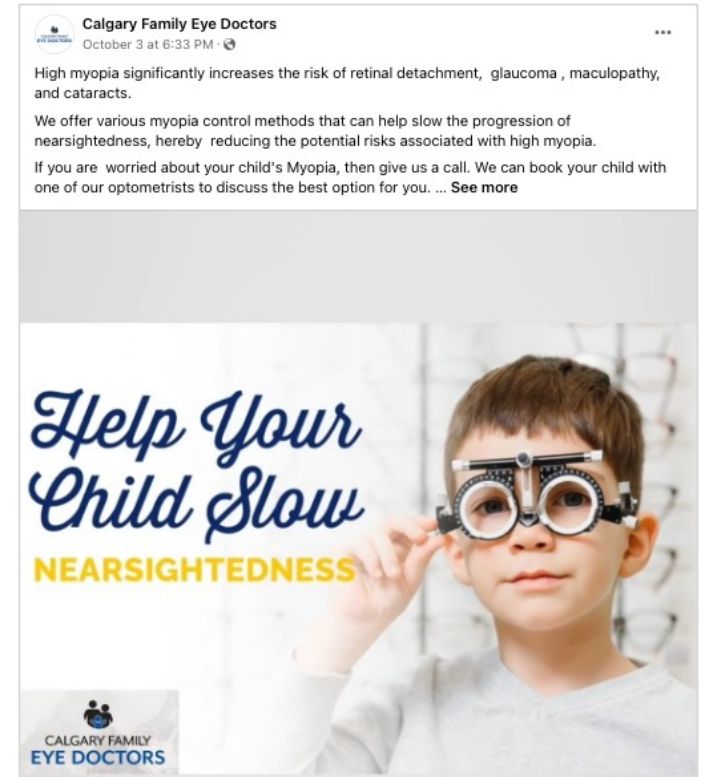
BENEFITS

- **Engagement:** Facebook and Instagram provide a **direct channel** to engage with your audience. By sharing valuable content, you can foster a sense of community among your patients and potential patients.
- **Informative Content:** Utilize social media to **educate** your audience on eye health, the importance of regular check-ups, and the latest eyewear trends.
- **Promote** your clinic's services and special offers.

Social Media Marketing

EXAMPLES For Content

- Use engaging visuals featuring eyeglass frames, sunglasses, or contact lenses available in your clinic.
- Infographics explaining the importance of annual eye exams.
- Patient testimonials and success stories.
- Highlight a back-to-school eye exam special or a new collection of eyeglass frames.



<https://www.facebook.com/calgaryfamilyeyedoctors/>

SEO Strategy & Google Ads

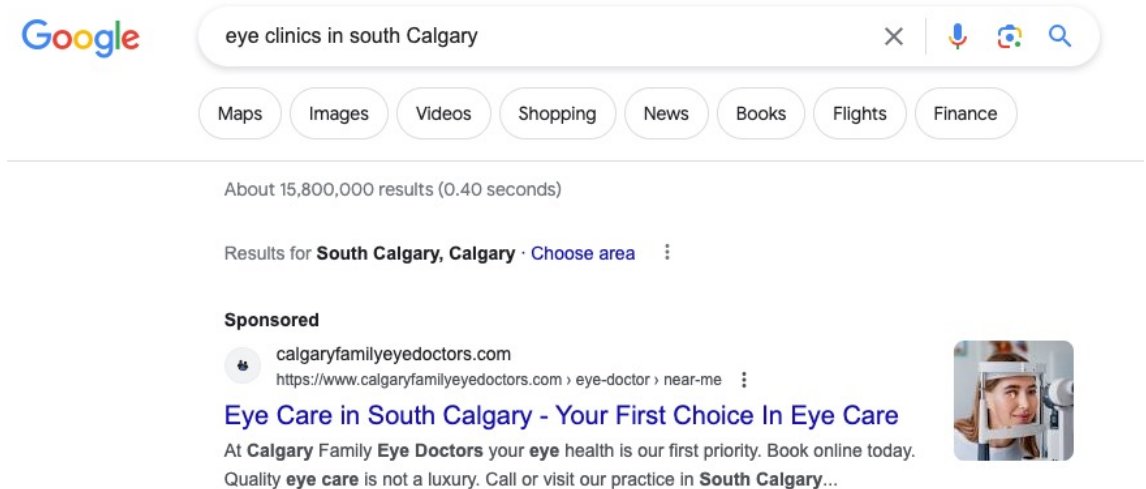
BENEFITS

- **Enhanced Visibility:** Search Engine Optimization (SEO) ensures that your clinic appears in local search results when potential patients are looking for optometrists in your area, based on keywords.
- **Targeted Ads:** Google Ads allow you to target specific keywords and demographics, ensuring that your clinic is seen by the right audience.
- **Immediate Impact:** While SEO builds **organic visibility** over time, Google Ads (paid ads) can **generate instant results**, especially in highly competitive markets.

Local SEO & Google Ads

EXAMPLES

- Optimize your clinic's website content with local keywords, such as **"eye clinics in south Calgary,"** to improve your organic search ranking.
- Use Google Ads to appear at the top of search results when users in your area search for relevant terms.
- Implement Google Maps marketing to increase your visibility on Google Maps.



The screenshot shows a Google search interface. The search bar contains the text "eye clinics in south Calgary". Below the search bar are navigation tabs for Maps, Images, Videos, Shopping, News, Books, Flights, and Finance. The search results indicate "About 15,800,000 results (0.40 seconds)". The results are for "South Calgary, Calgary" with a "Choose area" dropdown. A sponsored advertisement is displayed at the top of the results, featuring the logo for "calgaryfamilyeyedoctors.com" and the URL "https://www.calgaryfamilyeyedoctors.com > eye-doctor > near-me". The ad title is "Eye Care in South Calgary - Your First Choice In Eye Care" and the description reads: "At Calgary Family Eye Doctors your eye health is our first priority. Book online today. Quality eye care is not a luxury. Call or visit our practice in South Calgary...". A small image of a woman's face is visible on the right side of the ad.

Email Marketing

BENEFITS

- **Direct Communication** with patients, delivering personalized messages and offers.
- **Promotion of Services** such as eye exams, contact lens fittings, and myopia management.
- **Cost-Effective:** Reach a large audience without the high costs associated with print or media advertising.
- **Highly Measurable:** Track the performance of your email campaigns with precision.
- **Automation and Personalization:** You can schedule emails, set up autoresponders, and segment your audience for highly personalized messages fostering a deeper connection with patients.

Email Marketing

EXAMPLES

- **Monthly Newsletters:** Featuring eye health tips, clinic updates, patient success stories, and exclusive promotions.
- **Automated Appointment Reminders:** Send appointment reminders a day or two before a patient's scheduled visit.
- **Birthday Greetings:** Send birthday emails to your patients with a special offer. This shows your appreciation and fosters loyalty.
- **Educational Series:** Create a series of emails about various aspects of eye health, the importance of eye exams and how to choose the right eyeglasses.
- **Loyalty Program Promotion:** Inform patients about the loyalty program, encouraging participation and referrals.

Community Involvement

BENEFITS

Trust and Credibility: Active involvement in community projects and sponsorships builds trust and credibility among your local audience.

Brand Awareness: Put your clinic's name in front of a larger audience and create positive associations.

Word-of-Mouth: Community involvement encourages word-of-mouth recommendations, a powerful way to attract new patients.



Community Involvement

EXAMPLES

- Sponsor local health events, school events, or sports teams.
- Organize or participate in free eye care clinics for underserved communities.
- Host educational workshops on eye health in local schools or community centers or at your clinic.



Postcard with QR code

Patient Loyalty Program

BENEFITS

- **Patient Retention:** A loyalty program can keep your existing patients coming back. Offering incentives, such as discounts and special offers, encourages repeat business.
- **Referrals:** By rewarding patients for referring friends and family, you can turn your existing patients into advocates who actively promote your clinic.
- **Enhanced Patient Experience:** Loyalty programs can make patients feel valued and appreciated.

Patient Loyalty Program

EXAMPLES

- Offer a 10% discount on eyeglasses or contact lenses for repeat patients.
- Implement a referral program where both the referrer and the referred patient receive a discount on their next appointment.
- Celebrate patient birthdays with a special offer, such as a free cleaning kit or a discount on non-prescription sunglasses.

Example for Rewards Program: <https://vivideyecare.ca/referral-program/>

Allocation of Budget

BUDGET

- Social Media Marketing: 25%
- Local SEO and Google Ads: 20%
- Email Marketing: 10%
- Community Involvement: 15%
- Patient Loyalty Program: 20%
- Contingency (printing, miscellaneous): 10%



Measurement

KEY PERFORMANCE INDICATORS (KPIs)

Social Media:

- Engagement, follower growth, and website traffic.

Local SEO and Google Ads:

- Click-through rates, website traffic, and appointment requests.

Email Marketing:

- Open rates, click-through rates, and conversion rates.

Community Involvement:

- The total number of attendees and their level of engagement - interactions with staff, materials distributed, and QR code scans

Patient Loyalty Program:

- Track the # of new program registrations over specific time periods when promoting program.

Conclusion

IN SUMMARY

- The key to Bright Eyes Optical Calgary's marketing success lies in a holistic approach. By **combining traditional community involvement** with **digital marketing tactics**, you can effectively reach both your **existing patients** and **new ones**.
- This approach ensures that you **remain a trusted source of eye care for your community** while **adapting to the evolving needs and expectations of your patients**.
- With a **solid foundation**, a **balanced approach**, and a **commitment to excellence**, you're poised to see **continued growth and success** in the years to come.

Thank you

Presentation by: Dana Arrata

Clinic Benefits for Content Development

Why Choose Bright Eyes Optical Calgary:

- 1. Expertise and Trust:** Our experienced optometrists have been serving the community for over 25 years, providing expert and trustworthy eye care services. When you choose us, you're selecting a clinic with a long-standing commitment to your eye health.
 - 2. Community Dedication:** Our optometrists are not just healthcare providers; they are actively involved in community projects. We believe in giving back and are deeply rooted in the community's well-being.
 - 3. State-of-the-Art Equipment:** We pride ourselves on having the latest, state-of-the-art equipment to ensure that your eye health is in the best hands. Our commitment to advanced technology means you receive the highest standard of care.
 - 4. Patient Excellence:** Our highly trained team is dedicated to patient excellence, going above and beyond to ensure your needs are met. We prioritize your comfort and satisfaction at every step of your eye care journey.
 - 5. Personalized and Reliable Eye Care:** Whether you need a routine eye exam, assistance with eyeglasses or contact lenses, advice on maintaining your eye health, or specialized services like myopia management and pediatric optometry, we offer personalized and reliable eye care tailored to your unique needs.
 - 6. Innovative Eyewear Selection:** Discover a wide selection of frames, sunglasses, and lenses to suit your style and lifestyle. We are not just about eye health; we're also about enhancing your vision and personal style.
 - 7. Patient-Centric Loyalty Program:** Join our loyalty program for exclusive benefits and rewards. We appreciate your trust and loyalty and strive to make your experience with us even more rewarding.
- At Bright Eyes Optical Calgary, we understand the importance of clear vision and eye health in your life. Choose us as your trusted partners in eye care and let us help you see the world more clearly and vibrantly.