



# MEASURING SOCIAL MEDIA ROI:

**HOW TO TRACK  
THE SUCCESS OF YOUR  
ONLINE PRESENCE**



**SPEAKERS:**

**WADE HORB & KATE VIRZI**





# WADE HORB

- VP of Sales & Strategy
- Sales Innovator
- Leadership Expert



# KATE VIRZI

- Head of Business Development
- Experienced Digital Marketer

# MY SOCIAL MEDIA EXPERIENCE



# HOW IT STARTED





# From **EXCITEMENT** to **APPREHENSION**








# DID YOU KNOW

- **Anxiety is the #1 negative side effect of social media use & 52% of users suffer from Fear Of Missing Out**

OnlineTherapy.com





**“Are you doing what you’re doing today because it works...or because it’s what you did yesterday?”**

-Dr Phil McGraw

# THE OPPORTUNITY

- **90% of businesses reported that social media significantly increased their brand exposure**

survey by Social Media Examiner 2021

- **32% of businesses outsourced social media management due to a lack of expertise & an overall cost savings vs bringing it in-house.**

A 2020 survey by Clutch





**TAKING ACTION!**

**THE BLUEPRINT**

# WHY, WHO, WHAT

- Why Social Media?
  - Wanted a Club to be proud of
  - Generate Awareness & Interest
- Who's my Audience?
  - Players & Parents
  - Other Clubs & Associations
- **What does Success look like?**
  - Player Engagement
  - Increase in Followers (Players & **Parents**)
  - Club Growth





# THE RESULT

## After 6mths

### Success Criteria #1 Player Engagement

- 2,187 Accounts Engaged
- 5,012 Content Interactions  
(Likes, Shares, Save, Comments)
- Demographic:
  - **13-17 = 35%**
  - **18-24 = 45%**
  - 25-34 = 10%
  - >35 = 10%



# THE RESULT

## After 6mths

### Success Criteria #2 Increase in Followers

- 21,870 Accounts Reached
- 59,016 Impressions,
  - Followers & Non Followers
- Demographic:
  - 18-24 = 35%,
  - 13-17 = 24%
  - 25-34 = 10%,
  - **35+ = 31%**



# Success Criteria #3 CLUB GROWTH





**WHY SHARE?**

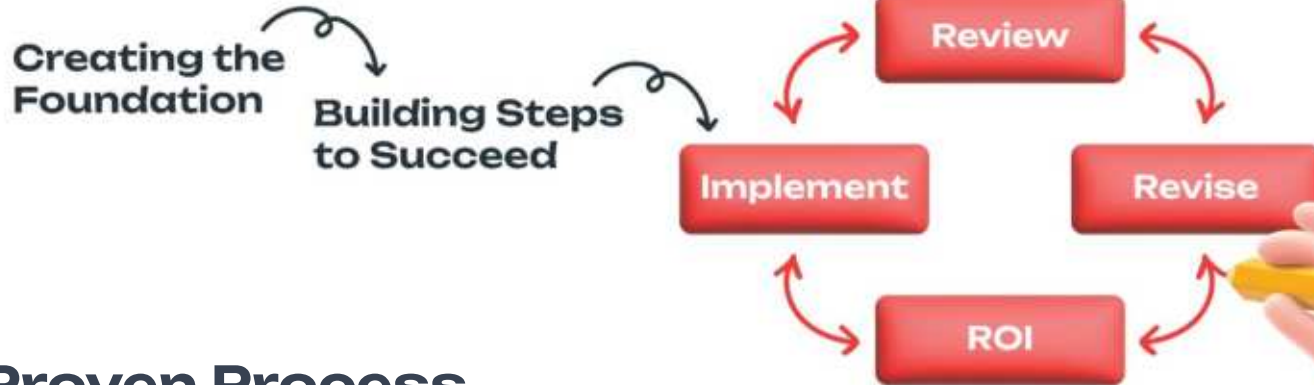
**IT'S REAL TALK!**

# MEASURING SOCIAL MEDIA ROI

## Create Your Blueprint

1. Creating the Foundation
2. Building Steps to Succeed
3. Review, Revise & ROI

# Create your blueprint



**Proven Process**



# **#1. CREATING THE FOUNDATION**

# UNDERSTANDING YOU

What products or services do you offer that are unique to your practice?

Why do your patients love you, your staff, and your practice?

What are you currently doing in your practice that sets you apart from the competition?

# UNDERSTANDING WHO IS AROUND YOU

Who are your top competitors?

What do they do well?

Why do your patients choose you over your competitors?

# BRAINSTORMING

Who is your ideal patient?


What valuable content can you provide to them?

What is your brand/personality?



# EYE CARE EXAMPLES

 **SPECIALTY EYE**



**NATIONAL VISION MONTH**



The Benefits of **PLAYING OUTDOORS**



Is your child ready for school?



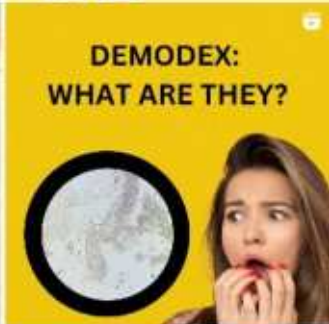
Children's **EYE HEALTH & SAFETY Month**

It's time to LEARN MORE about your child's eye health!




**GOT DRY EYES?**

**WATCH THIS!**



**DEMODEX: WHAT ARE THEY?**



Benefits of *Avocado*

- ✓ Softens your eyeballs.
- ✓ Manages stress and anxiety.
- ✓ Supports nutrient absorption.
- ✓ Source of vitamins.
- ✓ Good mood booster.



**PREVENTION OF DRY EYES**



ME WATCHING A SAD MOVIE

AND TRYING NOT TO CRY

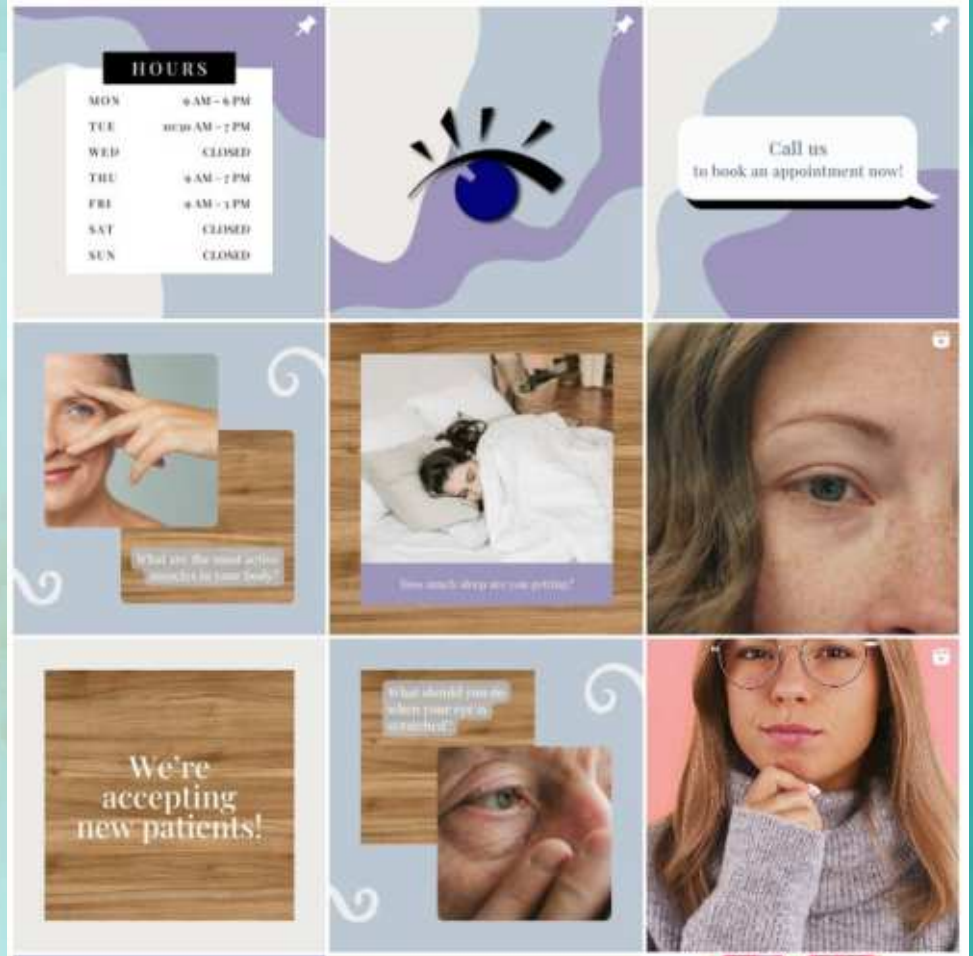
# EYE CARE EXAMPLES

**komoka**  
optometry



# EYE CARE EXAMPLES

 VISION CARE GRAYSLAKE



HOURS	
MON	9 AM - 6 PM
TUE	10:00 AM - 7 PM
WED	CLOSED
THU	9 AM - 7 PM
FRI	9 AM - 3 PM
SAT	CLOSED
SUN	CLOSED

Call us  
to book an appointment now!

What are the most active muscles in your body?

How much sleep are you getting?

We're accepting new patients!

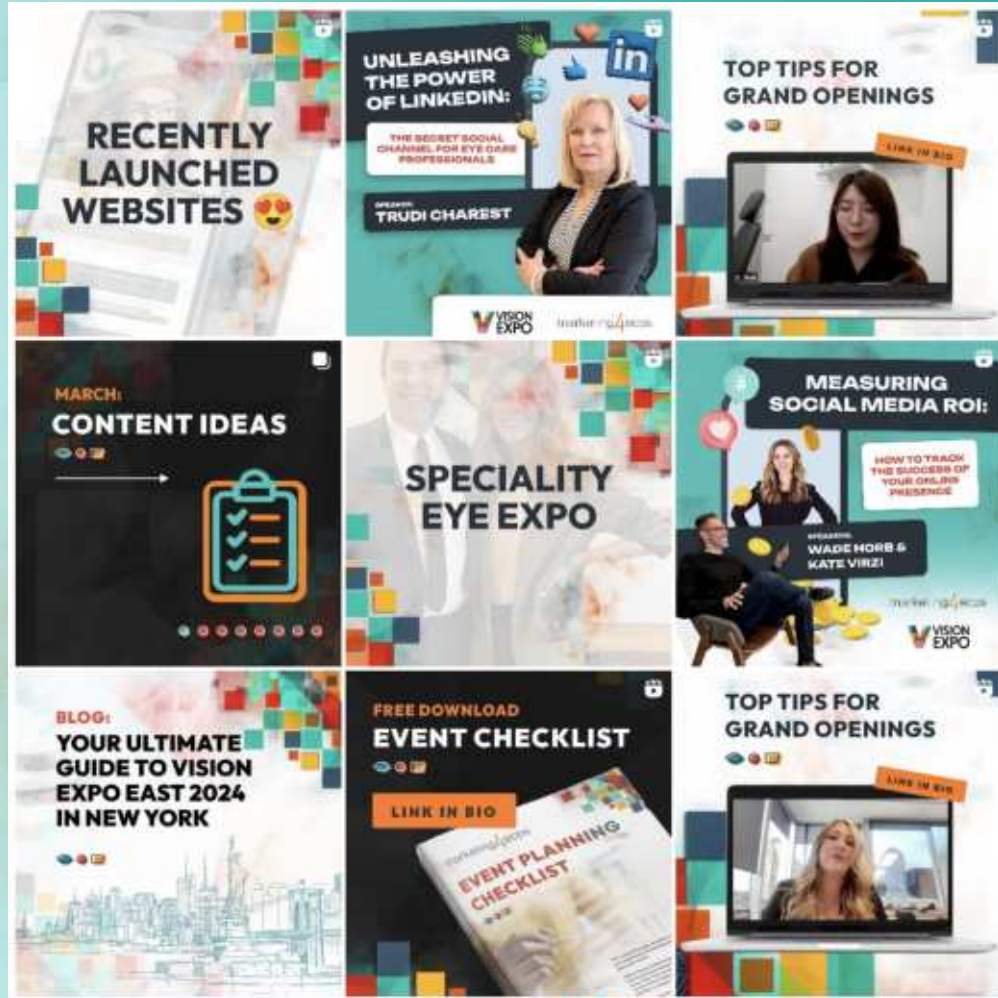
What should you do when your eye is scratched?

# EYE CARE EXAMPLES



# EYE CARE EXAMPLES

marketing4ecps





## **#2. BUILDING STEPS TO SUCCEED**

# BUILDING STEPS TO SUCCEED

## **GENERATE LEADS**

Capturing Demand

Patient Acquisition



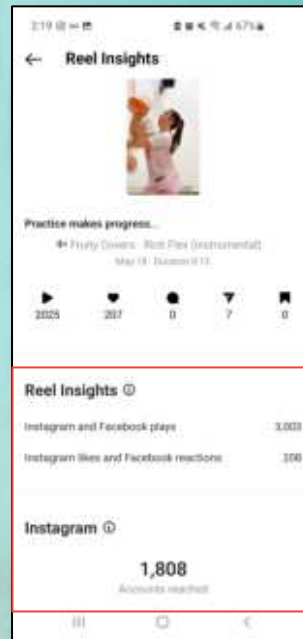
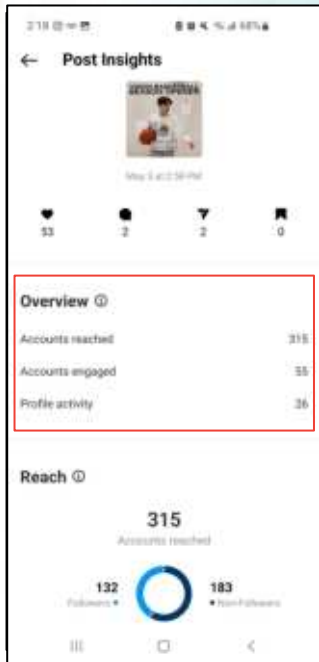
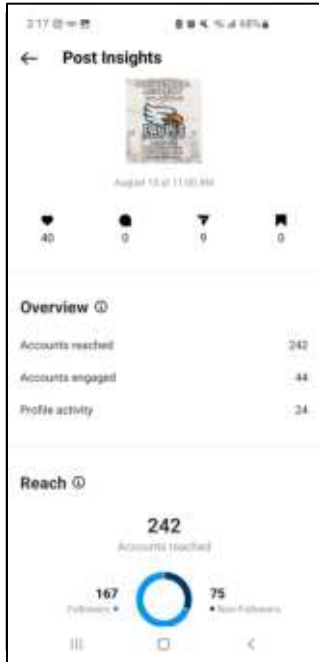
## **BUILD A BRAND**

Creating Demand

Increase Per Patient Revenue

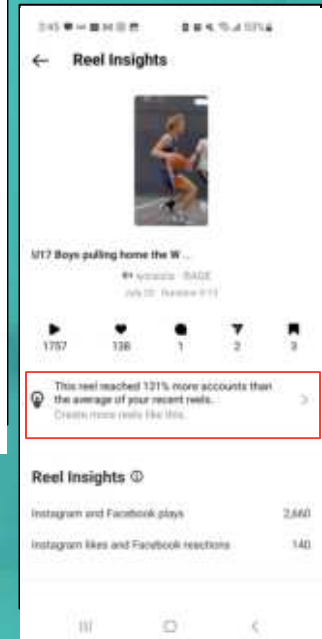
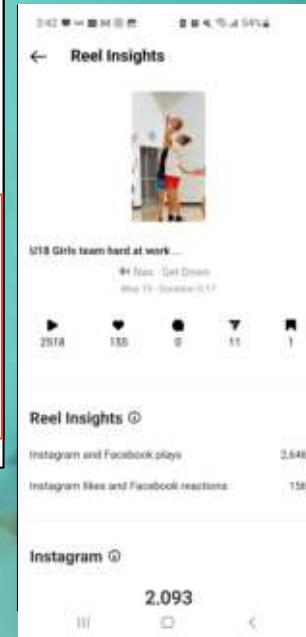
# GENERATE LEADS

## Capturing Demand



# BUILD A BRAND

## Creating Demand





# EYE CARE EXAMPLES

More than  
**49M** people  
in the US suffer from  
**DRY EYES**  
Are you one of them?  
[Book a treatment.](#)

OptiLight Lumenis

When was  
the last time  
your eyes  
weren't  
dry &  
painful?  
[Book a treatment.](#)

OptiLight Lumenis

Thinking about cataract surgery? Get your dry eye assessment first.  
OptiLight

MEET DR. EDWARDS

GUCCI FRAME  
The ultimate and completely the perfect combination of style and performance.

WHAT MAKES OUR EYEWEAR HIGH-QUALITY?

OPTILIGHT BY LUMENIS

MEET THE TEAM

OptiLight A LIGHT-BASED, QUICK, GENTLE AND EFFECTIVE DRY EYE PROCEDURE  
LUMENIS

**GENERATE LEADS**  
Capturing Demand

**BUILD A BRAND**  
Creating Demand

# SETTING GOALS

What are your top goals on social media?

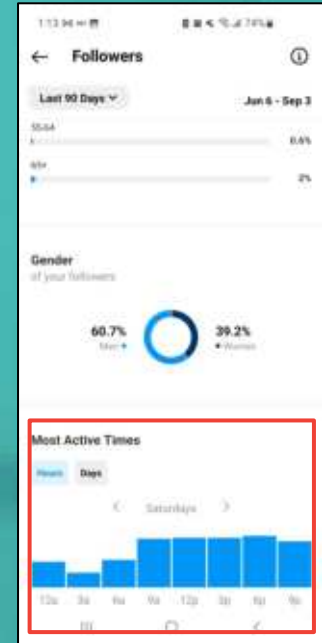
How will you increase brand awareness?

What actions will create patient loyalty?

## Ex. DEFINING WHAT IS MOST IMPORTANT

### 1. **GOAL:** Increase in followers

- Analyze the peaks and valleys
- Notice the Geography
- Assign values to Demographics
- Monitor Days & Times



# ASSIGNING VALUES

Building Patient Relationship

%

Increase Social Media Traffic

%

Increasing Per Patient Revenue

%

Increase Website Traffic

%

## DEFINE WHAT IS MOST IMPORTANT

- Prioritize goals & timelines.
- Align social goals with overall practice objectives.
- Decide how you're going to track success.

# IMPLEMENTING

Who will be in charge of your social media decisions?

What social media platforms will you post on?

How often will you post? When will you post?

The background features a collage of soft, watercolor-like splashes in shades of teal, orange, and grey, overlaid with faint, semi-transparent geometric shapes such as squares and circles. A prominent teal rounded rectangle is centered horizontally, containing the main text.

# **CREATING THE PROCESS**

# CREATING THE PROCESS

## APRIL

## 2024

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4 National Vitamin C Day	5	6
	8	9	10	11 National Pet Day	12	13
	15	16 National Wear Your Pajamas to Work Day	17	18	19	20
21	22 National Earth Day	23	24 National Administrative Professionals Day	25	26	27 Take Our Daughters and Sons to Work Day
28	29	30				



LOOKING FOR SOCIAL MEDIA SOLUTIONS? SCAN THE QR CODE

marketing4ecps

# SOCIAL POST IDEAS

Seasonal

**Holiday**

**Eyewear**

Quotes

Brands

**Testimonials**

Reviews

Sales

**Promotions**

**Staff Picks**

**New Products**

**Technology**

**Staff**

**Office Events**

**Procedures**

Resource

Eye Care

Services

Contests

**Giveaways**

Blog Share

How To's

Questions

Polls

Stats

Celebrities

Milestones

Trends

Goals

Awards

**Community**

**Tips**

Advice

Expertise

Live

Introductions

Doctor Day

Teasers

**Facts**

Cartoons

Eye Exam

Memes

**Lessons**

Inspiration

Free Item

**Thank You**

**Funny Story**

True Story

Interview

**Flash Sale**

**Sign Up**

Fix It

How to Video

Tag a Colleague

**National Days**

Industry News

Download

Call to Action

**Meet the Team**

**Client Spotlight**

**Achievements**

**Eye Education**

**Charity Events**

Behind the Scenes

**Coming Soon**



## **#3. REVIEW, REVISE & ROI**

# REVIEW & REVISE

**START**

**STOP**

**KEEP**

# START, STOP, KEEP

## START

### Creating Fresh Content

- Mic'd Up
- Educate (tips)

## STOP

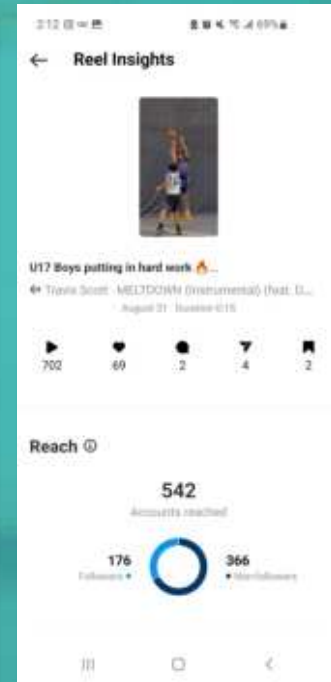
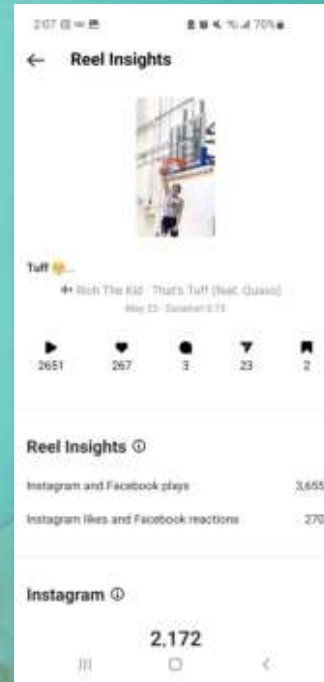
### Making Impulse Decisions

- Timeline
- Seasonality

## KEEP

### Spreading the Word

- Player Highlights
- Asking parents to advocate



# ROI

Increased social  
media traffic

Staff involvement

Patient  
involvement

# ASK YOURSELF THE QUESTION

**“Are you doing what you’re doing today because it works...or because it’s what you did yesterday?”**

-Dr Phil McGraw



**BOOK A FREE SOCIAL MEDIA  
OPTIMIZATION AT VISION EXPO AND  
RECEIVE A GIFT!**

**SCAN THE QR CODE TO BOOK  
& GET THE SLIDES:**

