

Marketing your Specialty Lens Practice

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Topic: Contact Lens or Business

Description:

Getting the word out about what you do is important, especially given the significant impact specialty lenses have on patients' lives. It is imperative that the community of eyecare practitioners and patients are aware of the solutions we offer and the potential benefits. Although traditional growth strategies are widely used, their effectiveness in today's fast-paced world remains questionable. Communicating effectively about our services is crucial, especially given the significant impact specialty lenses can have on patient care. Emphasizing strategic marketing for a broader audience is vital, but understanding the best practices for enhancing our visibility is key to helping more patients. This lecture will explore innovative ways to maximize our practice's exposure to benefit more patients.

Objectives:

Following this course attendees will:

1. Better understand our place in the greater eyecare community
2. Understand our importance and impact currently and what it needs to be
3. Realize traditional methods of marketing
4. Foresee what the specialty patient may be looking for (who is the audience)
5. Understand the importance of EVENTS to grow the practice
6. Understand the importance of outreach (digital, print) to reach patients.

Outline:

1. Review of Specialty Lens Type
 - a. Myopia Management
 - b. Irregular Cornea
 - i. Keratoconus
 - ii. Surgical Cases
 - iii. Trauma
 - c. Unique Prescriptions
 - i. Multifocal Patients
 - ii. Unique Cylinder Situations
 - d. Uncomfortable Dry Eye CL Wearers
 - i. Cause of Dry Eye
 - ii. Fit Problems
2. What is marketing?
 - a. Marketing is a conversation with people.
 - i. Marketing is a voice that you want to be heard
 - ii. What do you want people to know and how are you voicing that message
 - b. Who is your audience?
 - i. Where are you getting Specialty Patients from and what are the channels to build this voice
 1. Word of Mouth Patients
 2. Providers who may refer to you
 3. Patients who you want to find you
 - c. How much do you need to budget for Marketing?
 - i. What is your ROI?
 - ii. Why is Specialty Lenses an excellent place to put marketing dollars?
 - iii. What are the financial rewards?
 - iv. What are the risks of getting your name out there?
3. Where do patients want to get their information
 - a. What would drive them to social media
 - b. What would drive them to the internet
 - c. What would make them stay with a provider vs. looking elsewhere
4. Traditional Methods that most people use to Market
 - a. Nothing
 - i. People hope that if they set up a specialty practice and start seeing patients that the patient type that they want till eventually show up.
 - b. Word of Mouth
 - i. Passive
 1. Practitioners hope that if I do a good job other people will come and see me because the person told others about me
 - ii. Active
 1. Asking people to talk about you. Tell people that you specialize in Specialty Lenses and prove that you do.
 - a. Articles
 - b. Videos
 - c. Proof from the community on website
 - c. Website
 - i. SEO

1. That which drives traffic to your site when you post that you do something. The more you have, the more times you have it, the more recent that you have it will help to drive traffic to you.
- ii. Passive
 1. Post on website that I see Specialty Lenses in doctor's bio.
- iii. Active
 1. Creation of video content proving what you do for specialty lenses
 2. Post articles and content that show that you know what you are doing
- iv. Marketing your website
 1. Use of Google Ad words can be used to drive traffic to your website
- v. What needs to be on your website?
- d. Social Media
 - i. Social Media is an excellent way to talk about yourself
 - ii. Is anyone listening?
 - iii. Social Media for business does not work the same as personal. It is limited in who views and limited in other ways
 - iv. But to PAY.
 1. Social Media is in the business of charging your company to share your information.
 2. You can BUY followers, but are they really your audience?
 - a. Yes, if you want to get 5,000 followers, we can get you those tomorrow.
- e. Events
 - i. Events allow you to share what you do with an audience who wants to know more but doesn't want to pay
 - ii. It allows you to be the Face and Voice and for people to experience
 - iii. What kind of events do you want to have
 1. Educational events to other providers as a way to establish yourself as the expert so others will refer to you
 2. Educational/informational events to patients so they can learn more about who you are and what it is they might be getting into.
- f. Videos
 - i. Videos allow you to create a personal voice of what it is that you do, and people can connect with you virtually on your website, social, or through google ad words landing pages.
 - ii. 3 videos that you need to make, what they should include and how to make them quickly, on the cheap, and with minimal effort.