

MARKETING GUIDE FOR THE EYECARE INDUSTRY



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Visionstryt's

Marketing Guide

for the
Eyecare Industry



Written by: OB Malope and Dr. Darryl Glover

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*Survey conducted by CSA among a representative sample of independent opticians, ophthalmologists, and optometrists in the U.S. and Canada, North America, Europe, and Asia. **Source: Vision Research, Inc. "Progressive Lens Brand Recommendation Survey" (2017-2018).
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Introduction

Visionstryt's Marketing Guide for the Eyecare Industry

Traditional selling methods are no longer enough to sustain success; digital tools and techniques are now a critical requirement for any efficient selling strategy that the Eyecare Industry desperately needs.

Optometric practices can no longer rely on outdated promotional activities and marketing initiatives to maintain the level of success attained in the past, let alone grow their businesses to the next level.

Taking advantage of the wonderful social media platforms and strategies is definitely one immediate way for practices to start expanding their consumer reach.

For many years, it had been common practice for businesses to use traditional non-targeted advertising to grow their brands and get consumers aware of the products and services they render. The challenge with this type of marketing only was that it made it difficult for practices to target specific buyers with individualized content. Yes, advertising is still used for megabrands with broad reach and probably still works for some organizations and products. The question you need to ask yourself how well has it worked for you.

The internet has opened multiple opportunities to reach niche consumers directly with targeted information that costs a fraction of what big – budget traditional advertising costs. With the many platforms of communication the internet hosts, it has enabled delivery of a wide array of useful content at the precise moment a consumer needs it.

We live in a world today where there can be constant interaction and information sharing between the consumer and the business, with purchasing decision being made instantly. No longer is it one – way, where it is just from the company to the consumer. There is bilateral communication between the consumer and the company. This is what we refer to as the e-marketplace we all live in today, whether we want to or not.

In this book we go into detail on the various ways in which the Eyecare Industry can take advantage of the tremendous opportunities that exist from a marketing point of view. This is a very practical book that provides you with strategies that can easily be implemented.





STANDARD
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**TRANSPARENCY HAS
NEVER BEEN SO VISIBLE***

SEE AND LOOK BETTER
WITH NEARLY INVISIBLE LENSES*

Crizal[®]
SAPPHIRE™ UV

*Perceived transparency and invisibility based on Weyman test 2012 (P1, M1, S1) - reading time a better perception of anti-reflection nature.
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CHAPTER 1

THE FUTURE IS ONLINE

In this chapter we detail the importance of a comprehensive marketing strategy that includes the following as well:

- Market, social and consumer trends
- Statistics
- Innovation
- Communication

We will show you exactly how being online will open new revenue generating opportunities for your business.

What got your business this far will not be enough to take it to the next level.

Your business urgently needs to:

- Acquire new skills that go beyond traditional selling techniques
- Learn new ways that enable you to take advantage of being online
- Evolve from relying on outdated marketing initiatives and promotional activities
- Be unconventional, get uncomfortable in how it approaches the consumer and be willing to do things that are outside the box





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CHAPTER 2

THE CONSUMER

When it comes to marketing, the focus should always be the consumer and not your company.

Always remember that consumers will always go for a brand that helps them survive and thrive and that will come through the following:

- Value
- Convenience
- Customization
- Recognition

Consumers will trust you more when you position your company as a guide that helps them overcome their visual related challenges by providing them with the necessary tools and resources they need.

Therefore the question you should ask is what does the consumer want in relation to how it relates to your company offering. You do so by defining something the consumer wants and include that in the marketing content.

Focus on one simple desire 1st that the consumer wants the most and then create campaigns for each product.

This chapter details everything you need to know about the consumer.





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CHAPTER 3

MARKETING COMMUNICATION STRATEGIES

Marketing has evolved tremendously over the last 5 years and all your marketing activities need to be consumer centric.

Marketing is more than just utilizing your financial resources for various campaigns. Much more goes into it now.

Marketing Communication Strategies are about the experience the consumer gets that connects them with your company and eventually leads them to purchase your products.

In this chapter we detail how The Consumer Experience can be reached through implementation of the following:

- Marketing strategy
- Product and services marketing
- Sales enablement
- Client intimacy
- Elevating brand equity





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CHAPTER 4

BRAND BUILDING

Building a reputable brand does not happen in a vacuum. Instead, it's synergy between a SIMPLE brand messages with a CLEVER business strategy, integrated consistently through the most PRACTICAL brand tools.

In this chapter we show you how you can craft a simple brand message that is easily understood by your intended audience.

Building a reputable brand is a commitment we want to invest with you into your business.

With these SIMPLE, CLEVER and PRACTICAL brand tools, you will have the advantage of;

- Attracting the right clients for your business and generating leads
- Growing your influence within your industry
- Having your own platform of opportunity-to-invoice
- Adding value to your business offering





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*2019 Essilor Vision Survey. Essilor is the leading eyewear brand in the world, with 100% of the world's eyewear brands. Essilor is the leading eyewear brand in the world, with 100% of the world's eyewear brands.



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CHAPTER 5

WEBSITES

A great digital presence starts with a clear and effective website. People may hear about you through word of mouth or social media, but they definitely go to our website for more information.

When they get to our websites, they need to be convinced you have a solution to their problem. You need a website that passes the grunt test and convert browsers into buyers.

Your website should be the equivalent of an elevator pitch. Your website is the first impression a potential customer will receive about your company. On first impression, does the consumer get the impression that you have what they need/want and that you can deliver on it. Never have a website full of noise.

This chapter is all about ensuring you have the right website that best describes and positions your company offering.





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CHAPTER 6

SOCIAL MEDIA

There isn't a one size fits all approach when it comes to media management.

The biggest challenge with most practices is that they copy and paste what they see happening in other practices without having an understanding of the processes and thought process involved with varying media activities.

Simply being on different social media platforms isn't enough. Posting random content without a clear strategy in place will result in you being frustrated with not seeing the results you expect to get from social media.

This chapter helps you reposition your entire business media strategy to best suit your business model and objectives that you have set out.





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CHAPTER 7

INFLUENCER MARKETING

Marketing as a whole has significantly evolved over the past couple of years to the point that even how we use social media as businesses has become a critical component of our marketing communication strategies.

Hardly 10 years ago, employees in Optometry practices got in trouble for being on Facebook during working hours. As social media grew with time, the Eyecare Industry did not embrace it as fast as it should have or accept the changes it brought with. The result unfortunately of all of this was that Optometric practices became very late adopters when it comes to the full utilization of social media.





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OUTSTANDING SHARPNESS AT ANY DISTANCE.
VARILUX® lenses offer effortless vision, from near to far with smooth transitions in between, for outstanding sharpness, whatever your passion.





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CHAPTER 8

BUDGET

How much does it cost to have a comprehensive marketing strategy for your business? That is the big question.

How much should you invest when it comes to the following?

- Digital marketing strategies
- Corporate identity
- Website
- Social Media
- Advertising
- Training and development
- Account management

This chapter gives a detailed breakdown of the costs involved.





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CHAPTER 9

GETTING STARTED

In the last chapter of the book, we provide you with different marketing assessment you need to complete in order to get started.

The assessment is there for you to get an understanding of your current marketing in comparison to what it should be like.

Thereafter, different analytics are provided on the different results you will get from completing the assessment.

You will then be in a position to determine which strategy will best be suited for your business.

In this chapter we also detail how you can develop both a consumer and a competitive advantage for your business.





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CHAPTER 10

WHAT DO THE EXPERTS SAY?

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CHAPTER 11

ETHICAL MARKETING

When making decisions organisations are required to do so in the interest of all stakeholders these includes investors, employees, the board, the community in which it operates, shareholders, and the environment in which it operates in.

Ethics are the moral principles or values which govern our behaviour. Examples of moral principles include integrity, honesty, transparency and fairness to name a few.

Ethics is about striking the balance between what is good for self and others. In other words something can't be good for self-whilest at the detriment of others.

We discuss the importance of ethical marketing in Eyecare in this final chapter of the book.





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CONCLUSION

This book is the first of its kind for the Eyecare Industry when it comes to marketing strategies as it is:

- Fun and interactive to work through it yourself
- Practical and easy to implement the marketing strategies outlined
- A step by step process for ensuring you have a comprehensive marketing plan for your business
- Focused on different components for your business that involve marketing
- Taking into consideration the different types of practices that exist and what marketing solution best suits it
- Innovative in how it approaches the various marketing concepts relevant for your business
- Written to transform your entire business and take it to the next level of excellence and revenue growth
- You cannot afford to not have this book in your business.



Visionstryt

Sight is what we improve, Vision is what we develop

The Visionstryt Magic is about: "TAKING BUSINESSES TO A HIGH LEVEL OF EXCELLENCE, REVENUE GROWTH AND TRANSFORMATION BEYOND WHAT IT HAS EVER EXPERIENCED BEFORE."

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