

# YOUR MARKETING COMMUNICATION STRATEGY

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## PART OF HAVING A MARKETING COMMUNICATION STRATEGY IS TO ALSO UNDERSTAND THAT YOU HAVE TO HAVE A DIGITAL MARKETING STRATEGY.

**Having an online presence should be a top priority for your business.**

There is absolutely no reason whatsoever why you don't have a detailed plan of action for a digital marketing strategy. This is a valuable investment you cannot afford not to make.

### WHY SHOULD YOUR BUSINESS BE ONLINE?

- Take advantage of new business opportunities that are online
- An integrated digital marketing strategy sets clear, actionable and measurable marketing goals laid out in a single comprehensive plan.
- Become the company of choice for consumers that look for solutions online
- Identify new business leads
- Grow your target audiences
- Maximise resources in order to grow sales in the business
- Focus online activity aligned to business objectives.
- Being online enables you to gather valuable data about your target audience, consumer trends as well as competitive behaviour. This is important as it gives you insight into what platforms best work for your business and how much investment needs to be made into each strategy you undertake.
- Identify potential market changes

### IN ORDER TO BE ONLINE, YOU NEED TO FIRST GET CLARITY ON THE FOLLOWING FOR YOUR BUSINESS:

- Company details that include the vision, mission and business objectives.
- Who are your current customers versus who else do you want to attract?
- What are the specific marketing objectives for your online strategy?
- What branding message do you want to put online that speaks directly to the consumer?
- Value proposition

However, Optometry practices make the biggest mistake of thinking that being online is enough. It is not!

### DON'T MAKE THE FOLLOWING MISTAKES WHEN IT COMES TO BEING ONLINE:

- Simply having a website that looks like every other website
- Having social media pages but then not having great content regularly posted on them
- Completely ignoring the needs of the consumer online
- Unprofessionalism
- Not getting the necessary marketing training required
- Not having a sufficient marketing budget available
- Working with media companies that have no understanding of the Eyecare Industry
- Inability to stay relevant

### ANOTHER IMPORTANT REQUIREMENT IS TO ALSO HAVE A CORPORATE IDENTITY

Corporate identity is the visual representation of your company. It is the initial perceptions and impressions about your business.

## WHY SHOULD YOU HAVE A VERY STRONG AND DISTINGUISHED CORPORATE IDENTITY?

- Differentiate your business from your competitors
- Increase brand awareness
- Connect with potential clients
- Establish practice value proposition
- Provide ease of communication

## A CRITICAL COMPONENT OF YOUR COMMUNICATION STRATEGY IS CONTENT CREATION

Content is king in the digital world and so it is important that you have content that is able to grab consumer attention in a manner that they can engage with your brand.

**What works for one platform or strategy does not mean it will work for another.**

Your content needs to be specific to the target audiences you want the brand to connect with.

## DOING THIS CAN BE A DAUNTING PROCESS AS CONTENT DEVELOPMENT INVOLVES MANY COMPONENTS TO IT SUCH AS THE FOLLOWING:

- Research
- Analytics
- Content strategy and development
- Writing and putting ideas together in a structure
- Design and layout
- Proof reading and editing
- Content separation
- Length of content
- Objectives of content in relation to audience needs and requirements
- Platforms to use for dissemination of content

## NOT ONLY THAT, THE FOLLOWING TYPES OF CONTENT ARE REQUIRED BY YOUR BUSINESS:

- Social media
- Website structure
- Media releases
- Corporate reports
- Infographics
- Presentations
- Newsletters
- Blogs
- Videos

## NOT ONLY THAT, THE FOLLOWING TYPES OF CONTENT ARE REQUIRED BY YOUR BUSINESS:

- Authentic
- Relevant
- Customized to the generation type
- Be in line with the purchasing decisions consumers make
- Market segment specific
- Consumer centric
- Revenue growth orientated
- Unique to what will take your business to the next level



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**LET'S MAKE  
YOUR BUSINESS  
GROW WITH AN  
ONLINE PRESENCE**





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**Content Development**

**Brand Activation**

**Visual Representations**

**Social Media Platforms**



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TAKE YOUR BRAND TO THE  
HIGHEST POSSIBLE LEVEL.**

## CONCLUSION

Visionstryt is able to assist you with the

### ONLINE EDUCATIONAL PLATFORMS

**Visionstryt Academy**  
[www.visionstrytacademy.co.za](http://www.visionstrytacademy.co.za)



### CONTINUOUS PROFESSIONAL DEVELOPMENT

**Visionstryt CPD**  
[www.visionstrytcpd.co.za](http://www.visionstrytcpd.co.za)



### MARKETING

**Activyt**  
[www.activyt.co.za](http://www.activyt.co.za)



### TRAINING AND DEVELOPMENT

**OB Malope**  
[www.obmalope.com](http://www.obmalope.com)



### PRACTICAL RESOURCES

**Visionstryt Publications**



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# NEW BOOK ALERT

Visionstryt's Strategic Guide for Optometrists





# Visionstryt

Sight is what we improve, Vision is what we develop

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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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