

Marketing Ideas at a Glance

1. Local Community Engagement

- Host Vision Screenings at schools, senior centers, or community events.
- Partner with Local Businesses for cross-promotions (e.g., eyewear discounts for gym members).
- Sponsor Local Events to increase visibility and goodwill.
- Sponsor kids local sports teams to become their unofficial optometrists.
- Advertise on your local radio station with a personal message from the Doctor.

2. Patient Education Campaigns

- Create monthly themes (e.g., Dry Eye Awareness Month, Myopia Control Month).
- Share infographics and videos on social media explaining eye health topics.
- Offer free webinars or Q&A sessions for patients.
- Highlight the stories behind the brands you carry to foster patient connection.

3. Referral & Loyalty Programs

- Launch a “Refer a Friend” program with incentives like discounts or gift cards.
- Create a loyalty program for repeat purchases of eyewear or specialty services.
- Create a contact lens supply or auto-ship program to make patient refills easy.
- Offer payment programs for specialty services such as dry eye treatments.

4. Digital Marketing Boost

- Optimize your Google Business Profile.
- Run targeted Facebook/Instagram ads for local visibility.
- Run contests or partnerships with neighbouring businesses and tag them in your posts.
- Use email marketing to share promotions, reminders, and educational content.

5. Specialty Services Promotion

- Use dedicated landing pages and campaigns to call attention to call out myopia management, dry eye clinics or vision therapy services.
- Offer free consultations or introductory packages to attract new patients.

6. Reviews & Reputation Management

- Train staff to ask for Google reviews after positive visits.
- Create QR codes to easily get Google reviews for your practice.
- Share patient testimonials on websites and social media.

7. Social Media Content Creation

- Share behind-the-scenes videos of the clinic or staff.
- Post before-and-after eyewear styling photos.
- Use Instagram Reels or TikTok to showcase fun facts or eye care tips.

8. Seasonal Campaigns

- Run back-to-school eye exam promotions.
- Offer holiday-themed eyewear packages.
- Send year-end insurance benefit reminders.
- Align with seasonal changes, eg. allergy season for drops, winter for sunglasses.