



JANUARY 2021

### 4 Easy Ways to Engage Your Patients in 2021

#### SOCIAL MEDIA



**70%** of the US population has at least one social media profile

**59%** access social media every day

#### What to Post

- Discuss informative topics relevant to your practice and patient's needs.
- Keep it relatable and avoid getting too technical.
- Be spontaneous, in-the-moment and fun.
- Increase exposure with tagging!

#### VIDEOS

##### Live Stream Ideas

- Special Topics
- Testimonials
- Success Stories
- FAQ's
- Staff Reviews of Eyewear

##### Engage As Many Staff As Possible

- Rotate who posts.
- Engage, Engage, Engage!!!

##### Interact With Those Who Interactive With You

- Invite Shares.
- Respond to comments and questions.



#### SPONSORSHIPS

##### Be a practice who gives back

If your practice is involved with a local charity or non-profit, you're more likely to attract those who want companies to use their profits to give back to society.

##### Who Should You Sponsor?

- A cause such as a community group or social issue.
- An event such as a fundraiser
- A group such as a team or business.



#### EMAIL BLASTS

##### Get Started

- Have a clear purpose for the blast. For example in-store sale, recall or birthday message.
- Write a compelling subject line. Did you know emoji's can increase your open-rate by 57%?
- Have a call to action to ensure the patient knows what you want them to do with that message.
- Keep your messaging short and catchy.



### Need help with marketing your practice?

Ask your Walman Optical account manager about becoming an ADO Practice Solutions **DONE4YOU®** Marketing customer!

### Coming Up

#### Can't Miss Education

**Webinar: Blue Light Coatings vs Blue Light Lens Materials What is Best For My Patient?**

January 8, 2021

11:00am CST - 11:30am CST

#### Virtual ABO Prep

**Part 1: All Knowledge Except Prism**

February 10, 2021

12:30pm - 4:00pm CST

Cost: \$20

**Part 2: The In's and Out's of Prism**

February 11, 2021

9:00am - 12:30 PM CST

Cost: \$20

Register today for any course at [www.ecpadvantage.com](http://www.ecpadvantage.com).



### New Anti-Fog Lens Solution Available

Safe and effective to use on all lens materials, including non-glare coatings, just 3 drops cleans and applies a temporary anti-fog property. Works immediately after application, most users note the effect lasts for 24 hours up to 3 days. Cost is \$6/1 oz. bottle.

Order through your Walman Optical Branch today!