

Monthly Focus

NEWSLETTER

MAY 2024

Is Your Practice Taking Advantage of Key Revenue Driving Opportunities?

Significantly grow your practice this year by re-engaging inactive patients, attracting ideal patients, and increasing capture rates. Many practices overlook these ways to generate revenue, but with the right message and targeted outreach, you can tap into a mix of marketing strategies to boost your success.

How To Re-engage Inactive Patients

Identify Patients You Haven't Seen In A While
Start by reviewing your patient records to identify inactive patients who have not had an appointment in over 3 years.

Targeted Outreach
Create targeted outreach campaigns to re-engage inactive patients. Personalized emails, postcards, text messages and even a phone call can remind them of the importance of regular eye exams and offer incentives such as discounts on exams or eyewear.

EASY **Hit the Easy Button With DONE4YOU® Marketing!**
Did you know, DONE4YOU® Marketing clients saw an average return on investment of \$5 for every \$1 spent on re-engaging inactive patients in 2023! Practices also saw an average of \$6,120 in additional revenue.

 **Mark Your CALENDARS**

MAY 10 **WEBINAR**
Stop Trying to Sell Multiple Pairs
11:00 AM CST

Register today
at www.ecpadvantage.com.

ECP ADVANTAGE
Powered By Walman



CONTINUED ON PAGE 2



Transitions® GEN S™ Is Here!

We are thrilled to announce that Transitions® GEN S™ is now available to order through your Walman Optical lab. With the latest generation, the advanced photochromic technology provides you and your patients with a lens that is ultra-responsive to light, with a spectacular color palette and HD vision at the speed of life. Give your patients superior visual clarity and comfort in any lighting condition.

Want to learn more?

Check out Gen S product training on-demand at www.ecpadvantage.com
Type "Transitions" in the search bar.

How To Target The Ideal Patients



Identify Ideal Patient Profiles

Define your ideal patient based on demographics, lifestyle, and eye care needs. Use this information to tailor your marketing efforts.



Targeted Outreach

Create targeted marketing campaigns that speak directly to the needs and preferences of your ideal patients. Use direct mail, social media, email marketing, and digital advertising to reach them.



Hit the Easy Button With DONE4YOU® Marketing!

Did you know, DONE4YOU® Marketing clients saw an average return on investment of \$10 for every \$1 spent on quarterly promotions in 2023! Practices also saw an average of \$25,063 in additional revenue.



How To Increase Capture Rate Through Trunk Shows



Identify Ideal Patient Profiles

Define your ideal patient based on previous eyewear purchases, lifestyle, and eye care needs. Use this information to tailor your marketing efforts, for example a sale on computer eyewear.

PROTIP: Keep a list of frame & lens styles your patients want but haven't yet purchased. This way, when you have a sale on that particular item, you'll know exactly who to reach out to.



Targeted Outreach

Create targeted marketing campaigns that speak directly to the ideal target. Use direct mail, social media, email marketing, and digital advertising to reach them.



Hit the Easy Button With DONE4YOU® Marketing!

Did you know, DONE4YOU® Marketing clients saw an average return on investment of \$8 for every \$1 spent on trunk shows in 2023! Practices also saw an average of \$18,450 in additional revenue.



See Results Fast With The DONE4YOU® Marketing Team

Practices working with DONE4YOU® Marketing have reported an average yearly revenue increase of 17%, thanks to its targeted strategies. Direct mail has been the top marketing medium for generating revenue, effectively targeting the three key revenue-driving opportunities. Practices have seen impressive results, with direct mail efforts leading to a 43% increase in revenue after just three months of marketing. Use the QR code below to schedule a complimentary Marketing Consultation today to get started.



SCHEDULE YOUR
**COMPLIMENTARY
MARKETING
CONSULTATION**
TODAY

INCLUDES RECOMMENDATIONS FOR:

- 1 PRACTICE WEBSITE & SOCIAL MEDIA
- 2 REPUTATION MANAGEMENT (REVIEWS)
- 3 SEARCH ENGINE OPTIMIZATION (SEO)
- 4 ENHANCING CURRENT MARKETING