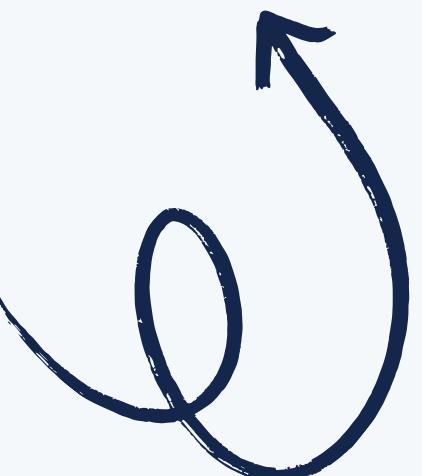


Digital Marketing Playbook

For Optometrists



Essential Tools for Success

Setting up a solid foundation is crucial for effective digital marketing. Utilize a comprehensive marketing dashboard to track performance, analyze data, and make informed decisions that drive growth and patient engagement.

- Claim and fully optimize your Google Business Profile
- Ensure NAP (Name, Address, Phone) consistency across all listings
- Add professional photos of your office, team, and frame gallery
- Set up a mobile-friendly website with online booking
- Link Google Analytics + Search Console to track performance



Local SEO Strategies for Optometrists

Optimizing your online presence is crucial. Utilize local SEO techniques and encourage patient reviews to enhance visibility, attract more clients, and establish credibility in your community.



Local SEO Strategies for Optometrists

Weekly Actions:

- Add a new Google Post about an offer, blog, or health tip
- Ask 3 patients/day to leave a review (via Podium, Weave, or email)
- Respond to all reviews (good or bad) within 48 hours

Monthly Actions:

- Run a BrightLocal audit to check your local rankings
- Update business hours, services, or promos in directories

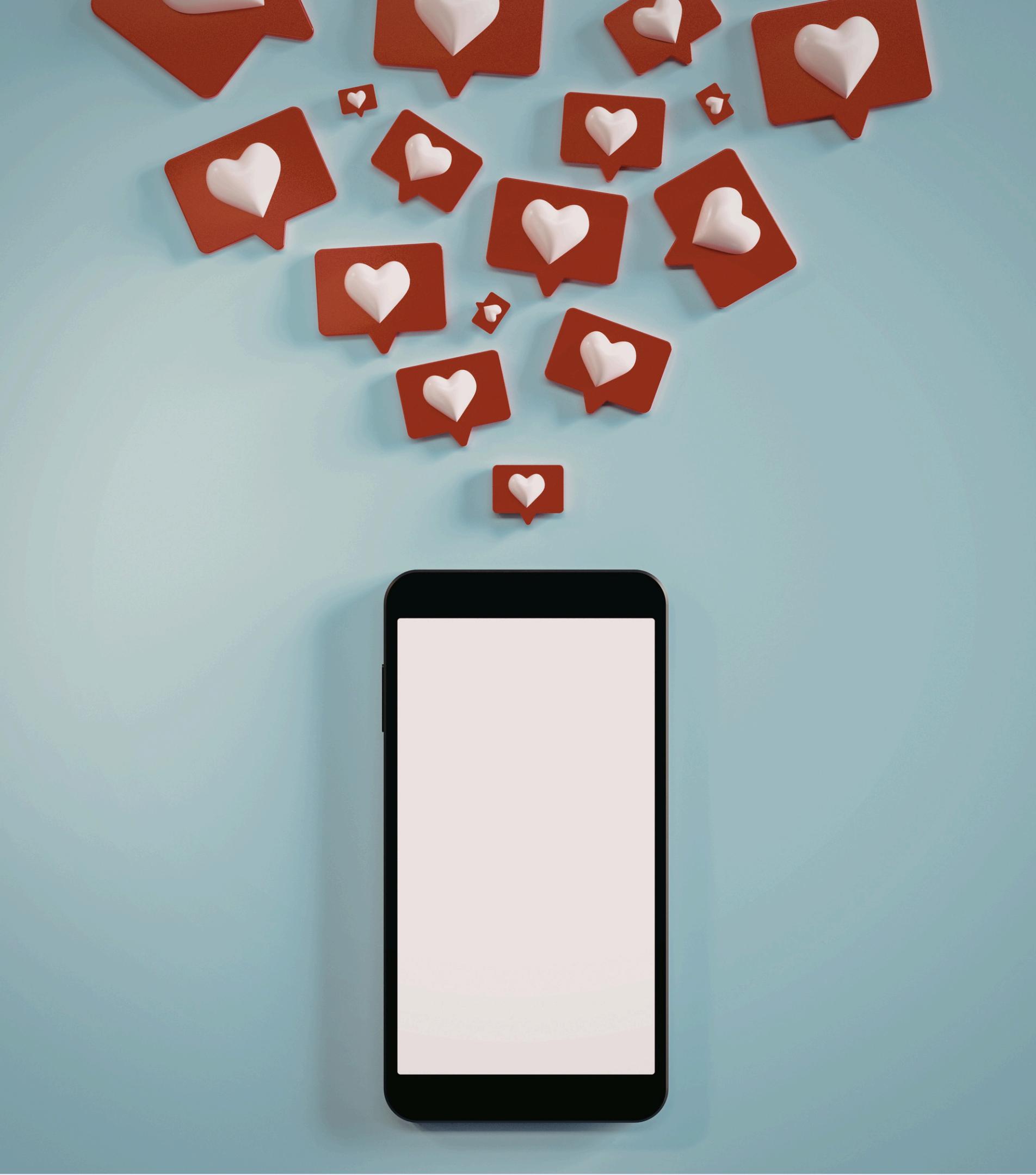
Tools:

- Google Business Profile
- BrightLocal / Moz Local
- Birdeye / Podium / Weave



Effective Email and SMS Marketing

Leverage targeted messaging to engage patients and drive appointments. Utilize segmentation for personalized campaigns, ensuring timely reminders and promotions to enhance patient interaction and foster loyalty.



Effective Email and SMS Marketing

Campaign Ideas:

- "It's time for your annual exam" recall emails
- "New frames just dropped!" announcements
- Seasonal promos: Back-to-school, sunglass sales, dry eye focus

Best Practices:

- Segment by last visit, insurance, or age group
- Use automated flows (e.g., reminders 11 months post-exam)
- Keep subject lines short & include 1 CTA

Tools:

- Mailchimp / Klaviyo / Weave / Demandforce



Effective Social Media Strategies

Leverage engaging content on platforms like Facebook and Instagram. Regularly post updates, share patient stories, and interact with followers to build community trust and attract new patients to your practice.



Effective Social Media Strategies

Weekly Posting Formula:

- ⌚ MON: New arrivals or eyewear spotlight
- 💡 WED: Eye health tip or FAQ
- 🎯 FRI: Behind-the-scenes / staff intro / patient story

Monthly Tips:

- Batch design 8–12 posts in Canva
- Schedule content in Buffer / Later / Hootsuite
- Run a \$50 Instagram boost on one high-engagement post

Hashtags to Use:

#Eyecare, #OptometryLife, #SeeBetter, #GlassesStyle,
#DryEyeAwareness



Effective Promotions in Practice

Implement strategic promotions and enhance in-office marketing to attract more patients. Engage clients with eye-catching displays and special offers that highlight your comprehensive eye care services and products.



Effective Promotions in Practice

Campaign Ideas:

- Second Pair Sale
- Contact Lens Subscription Offer
- Dry Eye Day: Free screenings, product demos
- Frame Styling Events (include RSVP form)

Pro Tips:

- Create a dedicated landing page for each promo
- Promote across email, social, and SMS
- Use a countdown or urgency-based CTA



Effective Measurement

Regularly analyze your digital marketing efforts to identify trends and areas for improvement. Use data-driven insights to refine your strategies and enhance patient engagement in your optometry practice.

Quarterly Check-In:

- Are new patients increasing?
- Are reviews climbing?
- Are recalls improving?



Effective Measurement

Metrics	Tools
Website Traffic & Conversions	Google Analytics
Review Count & Average Rating	GBP / Birdeye
Email Opens / Click Rates	Mailchimp / Weave
Social Engagement	Buffer / IG Insights
Booked Appointments	EHR / PMS Reports



A comprehensive approach to growth

The 30-Day Growth Plan is designed to help optometrists enhance their marketing efforts effectively.

1. Week 1: Assessment

- Review current marketing strategies
- Identify the target audience and demographics

2. Week 2: Optimization

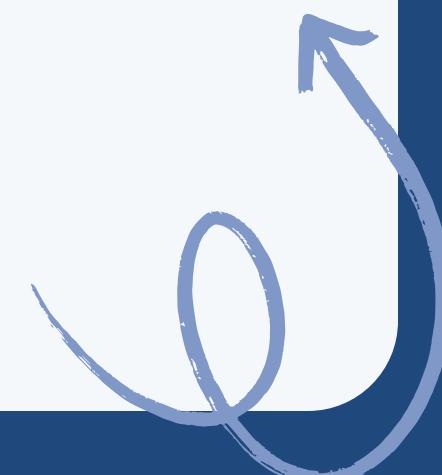
- Optimize website for local SEO
- Set up email and SMS marketing tools

3. Week 3: Engagement

- Launch social media campaigns
- Collect patient reviews online

4. Week 4: Analysis

- Analyze metrics and feedback
- Adjust strategies based on performance





Success

Together, we achieve your goals