WOO UNIVERSITY

Modern Marketing for the Optometric Practice

Chris Smiley OD and Ryan McKinnis OD, FAAO, FSLS

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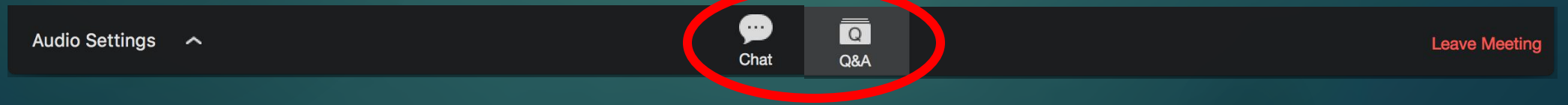
WOO UNIVERSITY

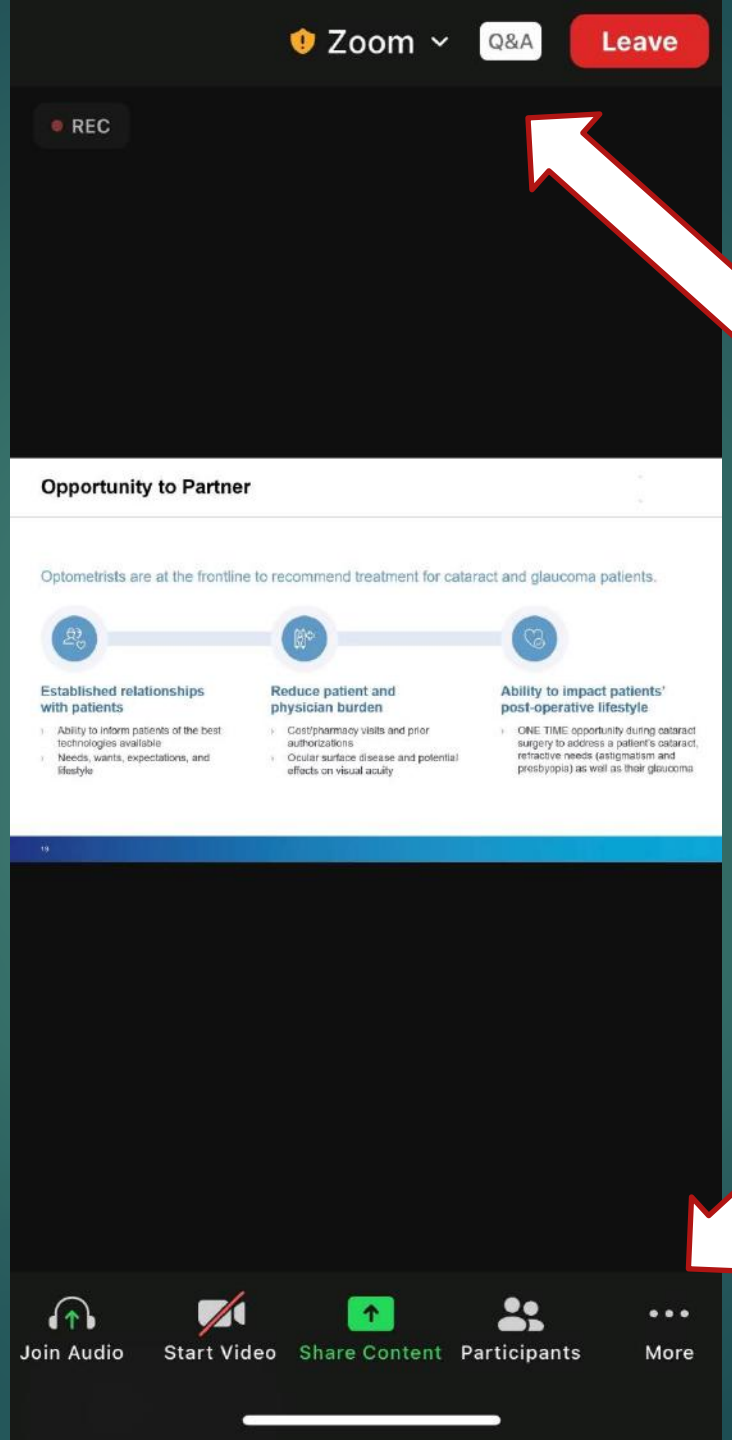
WELCOME!

HOST: DR. STEPHANIE WOO

Thank you to Eye Care Pro for exhibiting at this event!

- For a 1-hour webinar attendees must be online for a minimum of 50 minutes
- For a 2-hour webinar attendees must be online for a minimum of 100 minutes
- For a COPE certificate, please fill out the survey link in the chat. Also, the survey link will appear when the webinar ends.
- CE certificates will be delivered by email and sent to ARBO with OE tracker numbers
- **CE certificates will be emailed within 3 weeks**
- Ask questions using the zoom on-screen floating panel




Zoom
Q&A
Leave
REC
Opportunity to Partner
Optometrists are at the frontline to recommend treatment for cataract and glaucoma patients.
Established relationships with patients
Ability to inform patients of the best technologies available
Needs, wants, expectations, and lifestyle
Reduce patient and physician burden
Cost/pharmacy visits and prior authorizations
Ocular surface disease and potential effects on visual acuity
Ability to impact patients' post-operative lifestyle
ONE TIME opportunity during cataract surgery to address a patient's cataract, refractive needs (astigmatism and presbyopia) as well as their glaucoma
19
Join Audio
Start Video
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Participants
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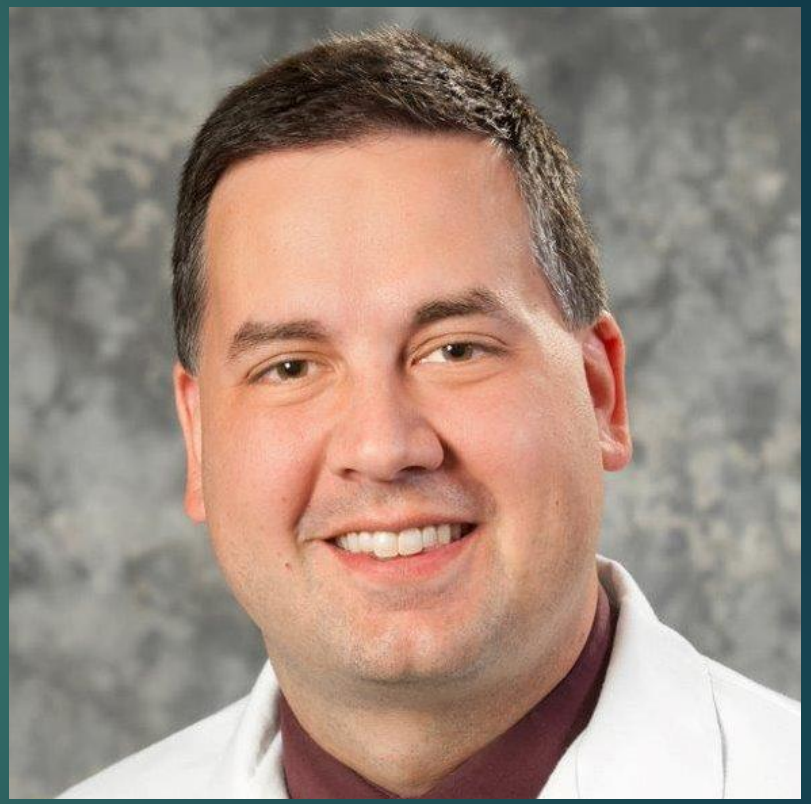
Dr. Ryan McKinnis

Dr. McKinnis is the founder and owner of Infinity Eye Care LLC in Twinsburg, Ohio. The practice was started cold in January, 2021. Prior to that he was on staff at Cleveland Eye Clinic for nearly ten years. He has focused the majority of his career on the treatment and management of the irregular cornea. He resides in suburban Northeast Ohio with his wife, Heather. Together they have four kids which have provided excellent comic relief and occasionally earn their keep by shredding papers in the office.



Financial Disclosure for Dr. McKinnis

- SynergEyes, Inc – speaker/consultant
- International Keratoconus Academy - speaker

Dr. Chris Smiley

Dr. Chris Smiley is a 2001 graduate of The Ohio State University College of Optometry where he received the American Optometric Foundation Award for Excellence in Contact Lens Patient Care. Shortly after graduating, Dr. Smiley purchased a two location practice in Central, Ohio. He has since grown Vision Professionals into a successful four location, eight doctor private practice. Dr. Smiley practice focuses on medical eyecare and specialty contact lenses, including scleral lenses and myopia control. He is an active consultant, speaker, and clinical investigator for numerous contact lens and pharmaceutical companies. Dr. Smiley is an Assistant Professor of Optometry at The Ohio State University, where he mentors students that rotate through his practice as part of their fourth-year experience.

Financial Disclosures for Dr. Smiley

CONSULTING / ADVISORY BOARDS / SPEAKING / RESEARCH

- *BAUSCH + LOMB / ALDEN*
- *JOHNSON & JOHNSON VISION CARE*
- *COOPERVISION / BLANCHARD CONTACT LENS*
- *ALCON*
- *SYNERGEYES*
- *SUN PHARMACEUTICALS*
- *ALLERGAN*
- *LENTECHS*

MARKETING a MODERN OPTOMETRIC PRACTICE

RYAN MCKINNIS, OD, FAAO, FSLS

Diplomate CCLRT

Owner, Infinity Eyecare LLC

CHRIS A. SMILEY, OD

Vision Professionals, Sole Owner, 4 location 8 OD practice

See Smiley Consulting

Faculty, The Ohio State University College of Optometry, Extern Program

WHAT IS MARKETING?

AMA DEFINTION

- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Marketing a Modern Optometric Practice

THEN

- Phone Call's
- Phone Book
- Word of Mouth
- Brochure
- Call to Schedule
- Pick up Products in Office
- Paper Registration
- Many "check" visits
- Vision Screenings in Person

NOW

- Text Messages and E-Mail (HIPAA)
- World Wide Web (webpage)
- World Wide Web (web reviews)
- World Wide Web (online content)
- Schedule via World Wide Web
- Ship to Home (Amazon Service)
- Digital Registration (Convenience)
- Telemedicine
- FUTURE: Digital Vision Screening Methods / Refractions

Definition of a Brand

A brand is a name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers.

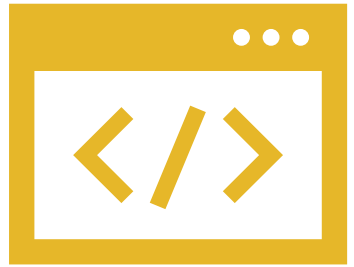
ISO brand standards add that a brand "is an intangible asset" that is intended to create "distinctive images and associations in the minds of stakeholders, thereby generating economic benefit/values."

MARKETING STRATEGY

- Marketing strategy refers an organization or person's plan of action created to sell or advertise a product or service.

OPTOMETRY MARKETING 101: CONTROL YOUR MARKETING REAL ESTATE

PHYSICAL REAL ESTATE
LOCATION



VIRTUAL REAL ESTATE
(WEB PRESENCE)

Marketing Research

- Marketing research is the function that links the consumer, customer, and public to the marketer through information—information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

Marketing Research: Analytics

Population Distribution

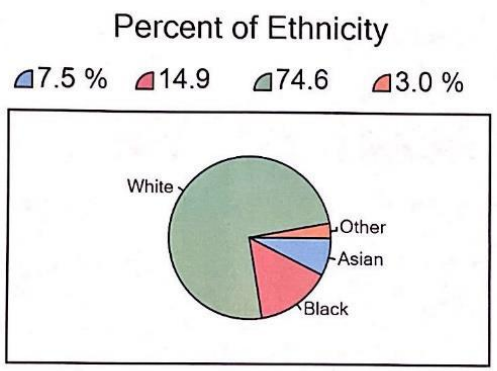
Distribution of Optometrist

Market Research: Demographics

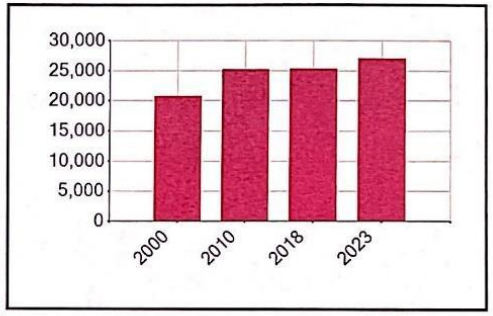
- Population Analysis
- Income Analysis
- Traffic Analysis
- Competition Analysis

Trade Area Specific Demographics

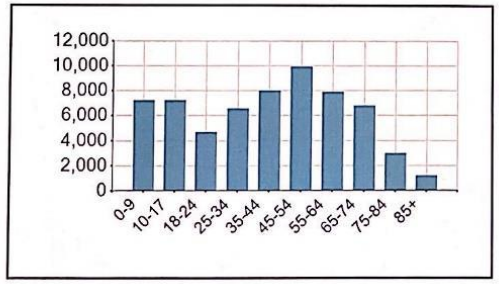
Percent of Ethnicity



Count of Households Over Time



Count of Population by Age Group



Trade Area Statistics

2018 Average (Mean) Household Size	2.58
2018 Median Household Income	80,773
2018 Total Population	64,768
Projected Pop. Growth in the Next 5 Years	5.9%

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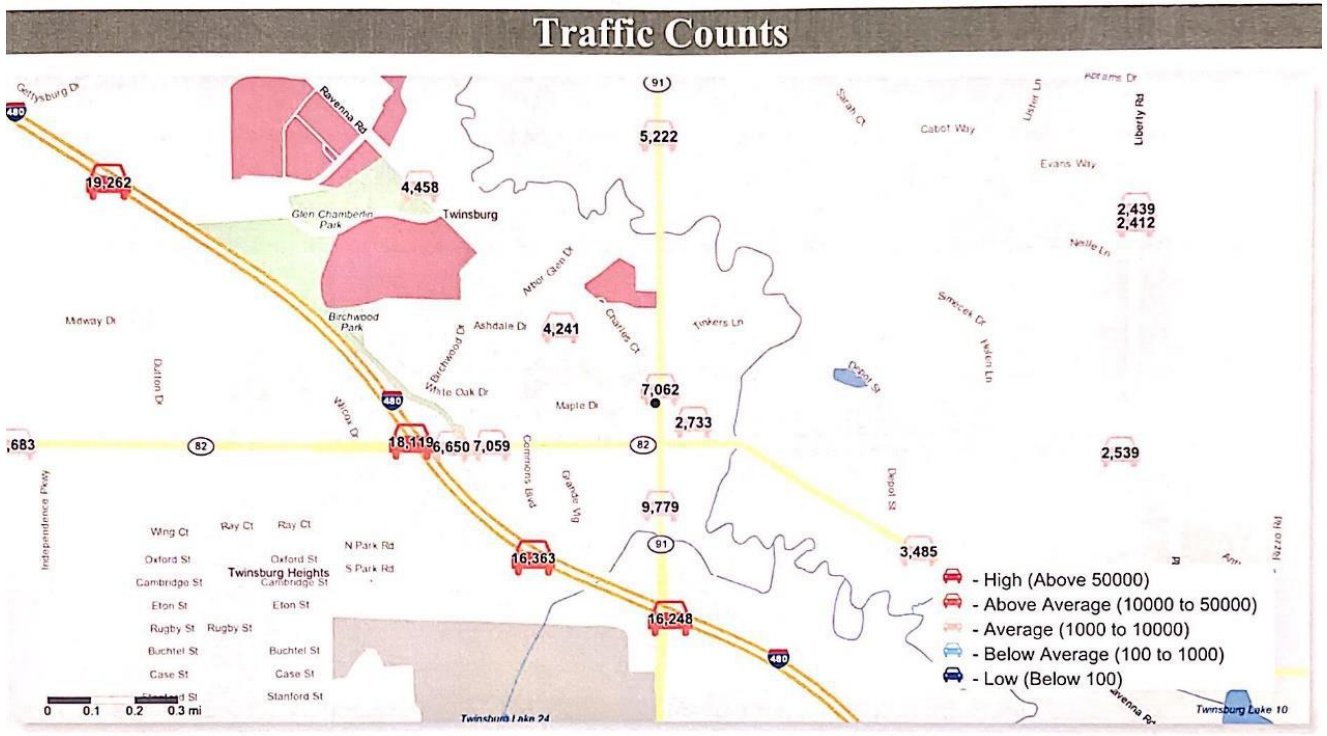
Geospatial Analysis



Car traffic counts provided by INRIX contain the historical daily average count of vehicles based on billions of input data points reported at the road segment level. Red cars represent higher traffic counts than Blue cars.

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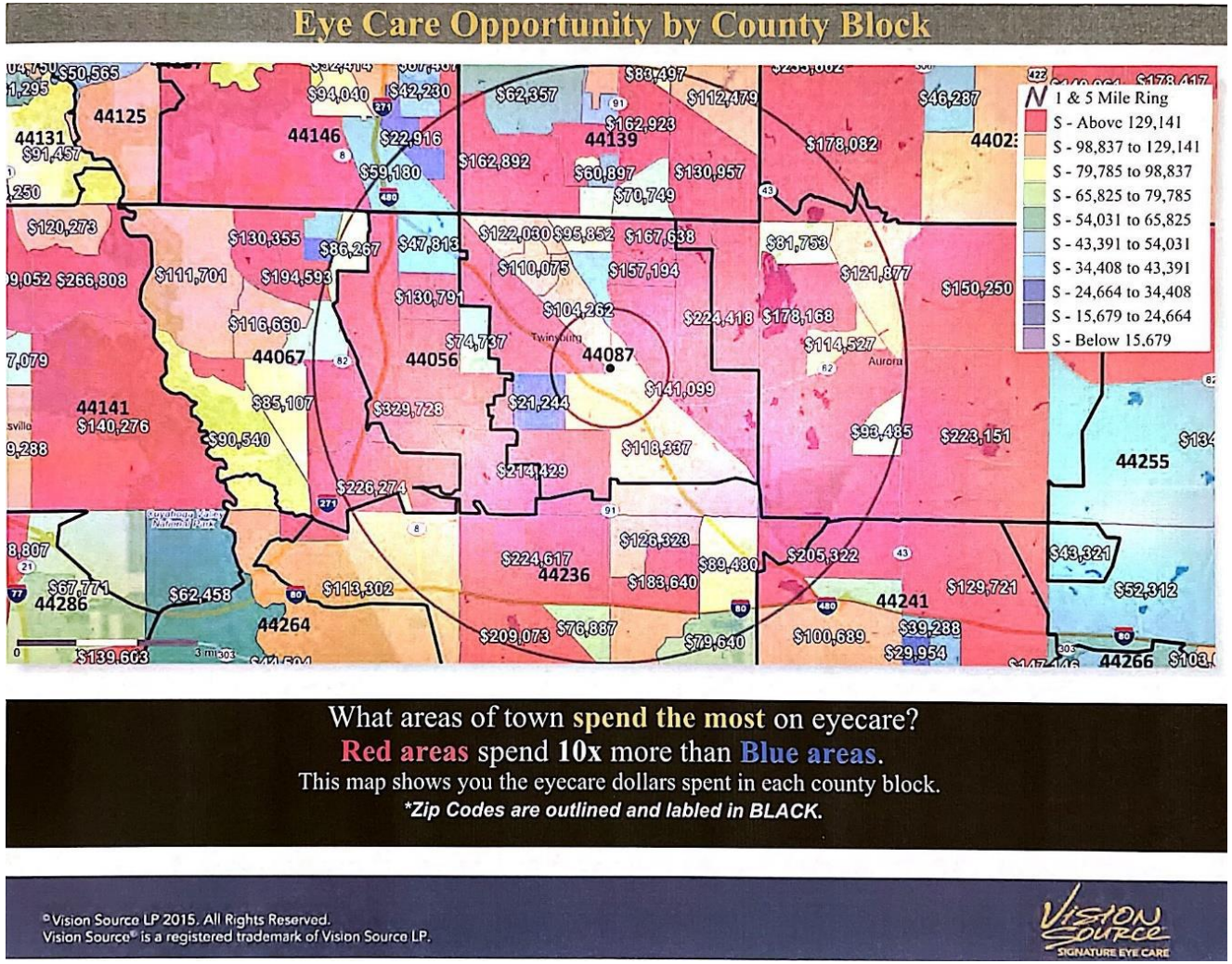
Geospatial Analysis

Geospatial Analysis



The 5 W's of Marketing

WHO ARE YOU MARKETING TO?

WHAT ARE YOU MARKETING TO?

WHEN SHOULD YOU MARKET?

WHERE SHOULD YOU MARKET?

WHY SHOULD YOU MARKET?

WHO are you marketing to?

Understanding

- Understanding your target audience
- It goes back to geospatial analysis

Demographics

- Young Females
- Empty Nesters
- Senior Population

WHAT are you marketing

What makes your practice unique?

- Services
- Staff
- Technology

Make it a story worth telling!

Target patients as well as colleagues

WHEN should you market?

Repetitive marketing (Effective Frequency)

Special event marketing

WHERE should you market?

- Search engines
- Social media
- Targeted periodicals
- Local events
- The patient in front of you

WHY should you market?

RETURN ON INVESTMENT

ELEVATE THE PRACTICE

TYPES OF MARKETING

Influencer Marketing

- According to the Association of National Advertisers (ANA), influencer marketing focuses on leveraging individuals who have influence over potential buyers and orienting marketing activities around these individuals to drive a brand message to the larger market.
- In *influencer marketing*, rather than marketing directly to a large group of consumers, a brand inspires or compensates influencers (which can include celebrities, content creators, customer advocates, and employees) to get the word out on their behalf.

Relationship Marketing

- According to the Association of National Advertisers (ANA), relationship marketing refers to strategies and tactics for segmenting consumers to build loyalty.
- *Relationship marketing* leverages database marketing, behavioral advertising and analytics to target consumers precisely and create loyalty programs.

The Patient (Customer) Experience

- Customer experience is a totality of cognitive, affective, sensory, and behavioral consumer responses during all stages of the consumption process including pre-purchase, consumption, and post-purchase stages

- THINK ABOUT YOUR CUSTOMER EXPERIENCE AND HOW CAN YOU IMPROVE IT !?!

Viral Marketing

- Viral marketing is a marketing phenomenon that facilitates and encourages people to pass along a marketing message.
- Nicknamed "viral" because the number of people exposed to a message mimics the process of passing a virus or disease from one person to another.

Guerilla Marketing

- Guerilla marketing describes an unconventional and creative marketing strategy intended to get maximum results from minimal resources.

Green Marketing

- Green marketing refers to the development and marketing of products that are presumed to be environmentally safe (i.e., designed to minimize negative effects on the physical environment or to improve its quality).
- This term may also be used to describe efforts to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.

Content Marketing

- Content marketing is a technique of creating and distributing *valuable*, *relevant* and consistent content to attract and acquire a clearly defined audience—with the objective of driving profitable customer action.
- According to the Association of National Advertisers (ANA), *content marketing* involves various methods to tell the brand story. More and more marketers are evolving their advertising to content marketing/storytelling to create more stickiness and emotional bonding with the consumer.

Inbound Marketing

- Inbound marketing is marketing in which customers initiate contact with the marketer in response to various methods used to gain their attention. These methods include email marketing, event marketing, content marketing and web design.
- One purpose of *inbound marketing*, which includes content marketing, is to establish the business as a source for valuable information and solutions to problems, thereby fostering customer trust and loyalty.

Outbound Marketing

- Outbound marketing is a newer term for traditional marketing coined when the term inbound marketing came into popular use.
- In outbound marketing, the marketer initiates contact with the customer through methods such as TV, radio and digital display advertising. It is often used to influence consumer awareness and preference for a brand.

Keyword Marketing

- Keyword marketing involves placing a marketing message in front of users based on the specific keywords and phrases they are using to search.
- A key advantage of this method is that it gives marketers the ability to reach the right people with the right message at the right time. For many marketers, keyword marketing results in the placement of an ad when certain keywords are entered.
- Note that in SEO, this term refers to achieving top placement in the search results themselves.

Search Engine Optimization (SEO)

- Search engine optimization (SEO) is the process of developing a marketing/technical plan to improve visibility within one or more search engines. Typically, this consists of two elements.
- On a technical side, SEO refers to ensuring that a website can be indexed properly by the major search engines and includes the use of the proper keywords, content, code, and links.
- On the marketing side, SEO refers to the process of targeting specific keywords where the site should "win" in searches. This can be done by modifying a website to score well in the algorithms search engines use to determine rank, or by purchasing placement with individual keywords. Often, SEO programs are a blend of several elements and strategies.
- *Note: When **SEO** is used to describe an individual, it stands for search engine optimizer.*

Pay-per-click Advertising (PPC)

- Pay-per-click is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher when the ad is clicked. Pay-per-click is commonly associated with first-tier search engines

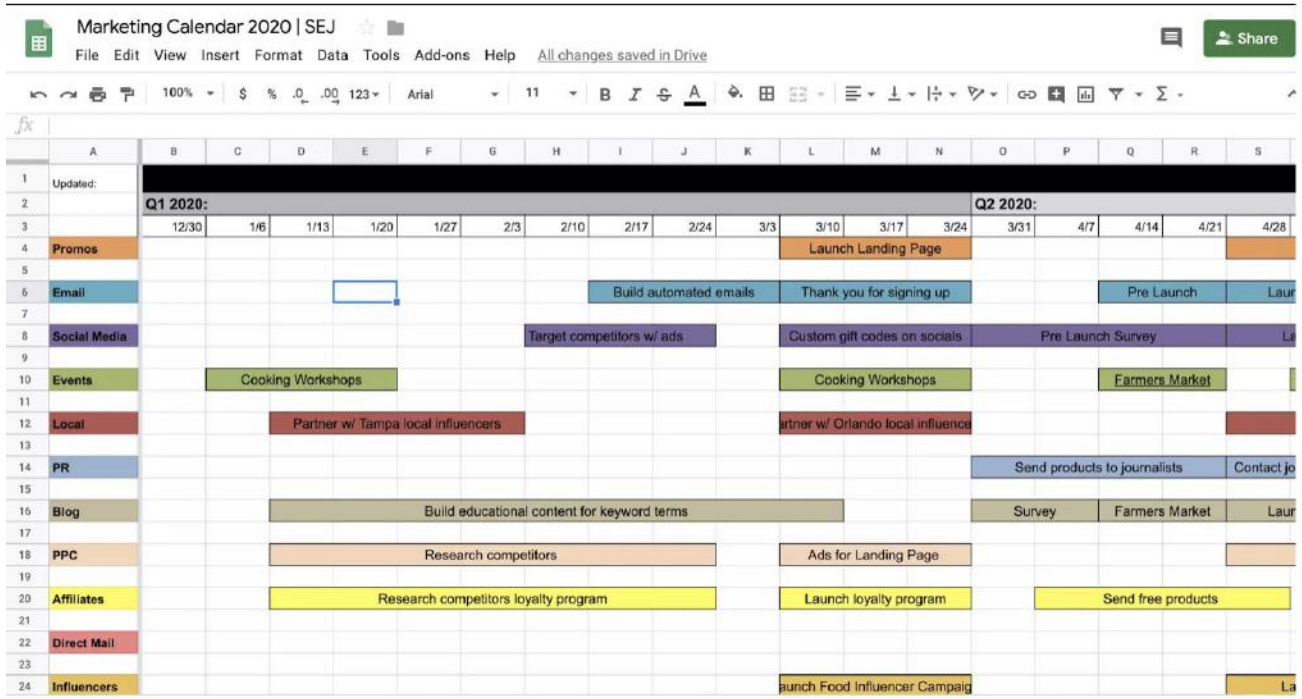
Managing YOUR Marketing

Outsourcing

- Pros
- Cons

In-house

- Pros
- Cons



Marketing Calendar

Time for change !?!

The definition of insanity

Why did the marketing not meet expectations?

- Did the office stray from its core message?
- Did the experience not match the marketing image?
  - Staff?
  - Doctor?

Q&A

- What was your biggest marketing win and biggest blunder?
- Where should an OD put the most resources for best results?

Thank you! Please join us for our event

Date: September 15, 2021
Time: 7:00pm -8:45pm Pacific Time
Speaker: Dr. Matthew Swanic
Topic: Current Refractive Surgery Options
COPE: Two hours live CE

Visit WooU.org for a full list of upcoming CE events!