

Marketing Ophthalmology

on a Shoestring Budget



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Financial Disclosure Statement

My name is Corinthia Worrell. I am currently the Marketing Manager employed full-time at Cape Fear Eye Associates, PA in Fayetteville, North Carolina.

I have no relevant financial relationship(s) within the products or services described, reviewed, evaluated or compared in this presentation.

I am a member of the board of directors at the Vision Resource Center in Fayetteville, NC, but receive no compensation.



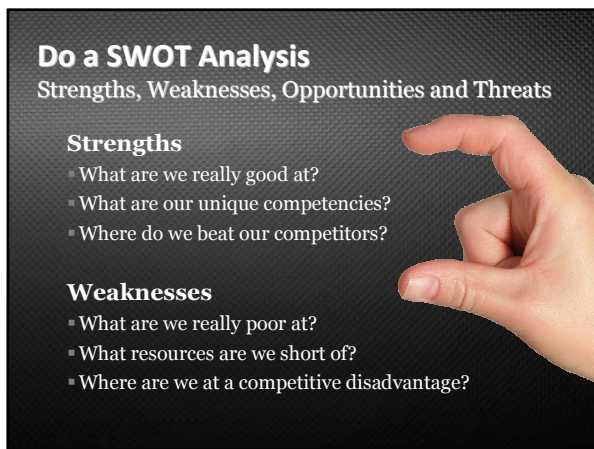
Objectives

- Analyze your **Social Media Rating** as well as your competitors
- Understanding **Business Blogging** and lead generation
- Merge social media with your **Existing Marketing efforts**
- Increase your **Search Engine Optimization (SEO)** status
- Create exceptional **HD Videos** of your business at little to **no cost**









Do a SWOT Analysis

Strengths, Weaknesses, Opportunities and Threats

Opportunities

- How could we improve our practice?
- How could we improve our efficiency?
- What new products/services/markets could be added?

Threats

- What regulations are changing?
- What products/services are losing demand?
- What resources are difficult to find?
- What are our competitors doing?





Branding Your Image

3 Key parts to BRANDING your practice

- **1. Company Logo** - Your logo "alone" should identify **who you are** and **what your about**. Choose your colors, style and emblem/symbol carefully.
- **2. Company Tagline** - Why should they choose your practice? (examples)
 - Experience you can Trust
 - Trusted Providers
 - We Care
 - We Change Lives
- **3. Company Slogan** - In a short sentence express what sets you apart from all the rest. (examples)
 - Your **One-Stop** family eye care specialists from pediatrics to LASIK to cataracts
 - Honored among the **Top Doctors in America** in LASIK, Cataracts & Retina serving the community for over 30+ years



Branding your LOGO

“Original”

“New”

Is Your Website Compelling?

What Makes you Different?

- Specialty Services?
- Hours of Operation?
- Community Outreach?
- Testimonials?
- Locations?
- Training & Education?

Tools for a Successful Website

EASY navigation

- Eye-catching home page
- Search box
- Helpful links
- Services offered
- Physician & staff bios
- Contact us
- Frequently asked questions
- Map to office(s)
- Financing options calculator
- Blog page
- Videos
- What's new
- Social media links
- Photo page
- Separate page & link for each location
- Testimonial page
- Career opportunity page
- Survey

Videos Photos Videos Photos Videos Photos Videos Photos Videos

How to get NOTICED

Setting yourself apart

- Update **YOUR** Website – add videos, educational material, blog, photos, add personal information about doctors & staff - patients like to know their human too
- Specialty services – meaningful reasons why patients should choose your practice
- Educational seminars – gives patients a chance to get to know the doctors and facility
- Decrease patient wait time – word-of-mouth will travel fast!!
- Thank you program – send the old fashion card in the mail
- Offer low-interest financing options
- Send welcome letters, birthday or anniversary cards and appointment reminders – treat your patients like family
- Listen to your patients – remember they are the driving force to a successful practice



#1 Starting Social Media




Inbound Marketing – A holistic, data-driven approach to **marketing** that attracts individuals to your brand and converts them into lasting customers.

Quantum media (quantity or amount) - Broad range of diverse group of media organizations. Marketing, strategic planning, new product development, as well as non-profit organizations.

- Where do **YOU** rate in social media
- Where does **YOUR** competitors rate
- Areas that need improvement
- Lead generation
- SEO
- Blogging
- Mobile



#2 Where Are You Listed?



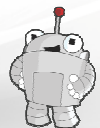
Formerly known as "getlisted.org"

Can your customers find you online?
Check your listings on Google, Bing, and other local search engines

<https://moz.com/local>

Business name Zip code [Check my listing](#)

- **Analyze your found listings**
- **Listing score**
- **Missing listings**
- **Unclaimed listings**
- **Reviews**
- **To do list – Click on listing, go to site and claim or edit**



Claim or Edit your Listing

<https://moz.com/local>

If applicable, add photos, videos, and information about your practice

Click on scale for each site and claim your listing, correct errors and/or add additional information

FREE business listing scan
yext www.yext.com
 See what's missing from your online listings

#3 Get YOUR Business on Google

<https://www.google.com/business/placesforbusiness>

Google Places for Business ★ Add ALL your places of business & physicians

Search for your business on Google

Set up Google Dashboard

- [Google.com/local/business](https://www.google.com/local/business)
- Search for your business
- Select your business
- Add all your locations
- Set up your business dashboard
- Track and monitor insights
- Monitor and respond to reviews
- Set up Google+ page for ALL locations
 - Add business information
 - Photos
 - Videos

Google - Paid vs Organic Ads

Anything that gets a product or company's name into the mind of potential clients is a form of advertising

Paid is an internet advertising model used to direct traffic to websites, in which advertisers pay the publisher (typically a website owner) when the ad is clicked. It is defined simply as "the amount spent to get an advertisement clicked."

Organic advertising is **inexpensive** or **free**. If you have a large word-of-mouth campaign, it can spread information about its products at essentially **no cost**. Consumers feel more like a friend is recommending a product, potentially increasing the likelihood that they try it.

Understanding Social Media

Social media enhances the Internet through communication and action

The term **SOCIAL MEDIA** implies activities which merges technology, social interaction and the use of words, pictures and videos together.

What Social Media do I choose?

"ONE" social media CAN'T survive on its own

Use **ALL** forms of social media – Don't concentrate all your marketing in one area **"social media is constantly changing."**

- **In-House Marketing** – Create a strong internal marketing program.
 - Exercising personal charisma (communication skills)
 - Professional and social interaction with Primary Care Physicians
 - Timely follow-up phone calls to patients. Timely reports to Primary Care Physicians
 - Educational literature explaining the patient's diagnosis
 - A practice brochure/ business cards detailing your expertise and conditions treated
 - Maintaining availability
 - A recorded message for callers "on hold"
 - Maintaining a bright, cheerful attractive setting
 - Never feel intimidated to ask for referrals from very satisfied patients (collect surveys)
- **Community Outreach** – Get involved in your community! Support an organization that meets your mission statement.

15 Most Popular Search Engines (March 2014)


eBizMBA Rank – Estimated Unique Monthly Visitors

▪ Google – 1,100,000,000	▪ WebCrawler – 65,000,000
▪ Bing – 300,000,000	▪ MyWebSearch – 60,000,000
▪ Yahoo! – 250,000,000	▪ Infospace – 24,000,000
▪ Ask – 145,000,000	▪ Info.com – 12,500,000
▪ Aol. – 75,000,000	▪ Dogpile – 10,500,000
▪ Wow – 66,000,000	▪ DuckDuckGo – 10,000,000
	▪ Blekkio – 9,500,000
	▪ Contentko – 8,000,000
	▪ Alhea – 7,500,000

Never rule-out other search engines

facebook Online networking social service

- #1 social networking site with 900 million estimated unique monthly visitors
- Social interaction used by Generation Y-Millenniums to build new relationships (largest age group over 71 million)
- Allows members to post, read and respond, find each other and interact
- Members wall, post texts, photos & videos
- Publish events, invite guests and track who is attending
- Create and promote business page




Founded February 2004

Personal Facebook Page

Graph Search helps you find more of the people, places and things you're looking for and discover **new** connections based on what others have shared with you on **Facebook**.

Access <https://www.facebook.com/graphsearch>

- Search by likes
- Search by age or gender
- Search by location
- Search for friends
- Search by employers



Business Facebook Page

Use # to increase search

Create an Event

Run a contest or sweepstakes

Manage several pages

Business reviews & testimonials



f Business Facebook Page

Track weekly insights/analytics

Boost a post by demographics

Track effectiveness of promotion

The screenshot displays the Facebook Business Manager interface. On the left, there's a 'Insights Summary' section with various charts and graphs. The main area shows a post being boosted, with a 'Boost' button and a 'Boost by demographics' section. This section includes fields for location (East Point, GA), age (18-24), gender (Male), and education (High School). A 'Boosted Post' section shows the post's performance, including 4,182 likes, 31 comments, and a \$10.00 budget. A 'Track effectiveness of promotion' section is also visible at the bottom.

in LinkedIn <https://www.linkedin.com>

#1 Social Network Site for Business Professionals

- 80 Million + members strong
- Business relationships/Business owner
- Industry professionals
- Entrepreneur
- Highest household income
- High caliber business mindset
- Key decision makers in business

Launched May 05, 2003

LinkedIn – Personal Page Endorsements show other experts backing your skills

The screenshot shows a LinkedIn personal profile page for 'Clay Worell, CD / Cape Fear Eye'. The page features a profile picture, a cover photo, and a list of skills. The 'Skills' section is highlighted, showing a list of skills with endorsement counts. The 'Endorsements' section is also visible, showing a list of people who have endorsed the user's skills. The page layout includes a navigation bar at the top, a profile header, and a main content area with various sections.

- Get found
- Find connections
- See who your connections are connected to
- Build new relationships
- Get traffic to your website
- Send out emails

LinkedIn – Business Page

Manage Personal & Business page

Add a Company

General: **Company name**, **Company website**, **Company phone**, **Company address**, **Company email**, **Company website**

Recent Updates

Careers

Products

Account & Settings

- Sign Out
- Account Basic Upgrade
- Job Posting Manage
- Company Page Manage**
- Language Change
- Privacy & Settings Review

LinkedIn – Groups & Media

Highlights of good fall movie festival

- Access to experts in similar or other fields
- Extensive network to connect with
- Stay in the loop of the most up to date information from experts in their fields

Groups

- Healthcare Executive
- Job Openings Job L
- LinkedIn Learning
- Marketing Director L
- Outstanding Mark
- Social Media Marketing

Companies

- ASOA
- ASOB

- Share projects, pieces of work you completed "Videos" and photos
- Share posts followers will enjoy

LinkedIn – JOBS

LinkedIn – Experts in Industries

- Research jobs
- Find jobs
- List jobs
- Make connections
- Grow business relationships

LinkedIn – Experts in Industries

- Ask questions for experts in specific industries
- Consult with experts
- Receive second opinions

LinkedIn – Jobs

Jobs powered by the world's top professional network

LinkedIn – Experts in Industries

Popular discussions in: **Marketing**

Successfully marketing your practice takes practice, planning and persistence. Be specific, be...

ASOB

in LinkedIn – Education Explore careers

- Find right schools by career outcomes
- Converse with student alumni
- Find jobs and internships
- Build your brand with students
- Recruit the right students

LinkedIn - Now for Education!
 Powered by the largest online of over 200 million members - use the tools for students, alumni, schools, and employers can help you find your way.

Find your school



in

XING <https://www.xing.com>


European social networking website for business professionals

- Similar to LinkedIn
- Find jobs
- Profile for individuals or groups
- Discussion boards
- Search for employees
- Worldwide leader in business social networking



Twitter <https://twitter.com>


Online social networking & microblogging service



Founded March 2006

- User can send and read “tweets” (more like a conversation)
- Limited to 140 characters
- Registered users can tweet and read
- Unregistered users can only read
- Can be used through website interface, SMS (short message service) or mobile device
- Effective way to research products and services

#2 most popular social networking site with over 310 million unique monthly visitors

 **Twitter Terminology**

- **Tweet** – A standard message on Twitter containing 140 characters or less
- **Retweet** – A tweet that has been re-shared to all of a users' followers
- **Hash tag** – The # symbol is used to tag keywords or topics in a tweet to make it easily identifiable for search purposes
- **Mention** – Tweets can include replies and mentions of other users by preceding their usernames with the @ sign
- **Handle** – This designates your username and accompanying URL at <http://twitter.com/handle>
- **Feed** - The stream of tweets on your Twitter homepage comprised of all the accounts you follow
- **Lists** – Twitter provides a mechanism to list users you follow into groups or curated lists showing tweets of all the users in the list
- **Direct Message** – Also called a DM, this represents Twitter's direct messaging system for private communication amongst users.

Blogger <https://www.blogger.com>

Blogger is Google's **FREE** tool for creating **blogs**. "**Blogs**" short for web-logs are a form of online journal.



- Create a business "**custom domain**" that is easy for people to find & follow you
- Create unique blogs that fits your style & business with easy to use templates
- Grow your audience with personal blogs/stories
- Reach new readers by connecting with **Google+** and **Twitter**
- Locate others that share your passion and interact
- Available in **60** languages and in countries across the globe
- Use the **Blogger** apps to post from your phone or tablet immediately
- View comments about your blog
- Stats
 - Overview
 - Post
 - Traffic Sources
 - Audience

Launched August 1999
By May 2007 Blogger completely moved over to Google Operated Servers

Sharing Your Blog  **Share your posts**
Get their Attention!

Video Display Terminals and your Eyes **Cape Fear Eye Associates, PA**

"Take Periodic Rest Breaks from the Computer"

Complexion of eye discomfort and fatigue are becoming more common as use of video display terminals (VDTs) increases. While it is true that VDTs can cause eye strain, there is no convincing evidence that VDTs can harm the eyes.

Some people have VDTs and changing ambient light or reflection. The amount of ultraviolet light emitted by VDTs is a fraction of what is emitted from a fluorescent light. Radiation

Now, Week, Month, All Time Page Views

Categorize Your Posts
Sort by topic, alphabetically or frequency used. This will target specific groups.





 **The American Academy of Ophthalmology**
 Calendar of Monthly Observances* (2014)

- **January** – Glaucoma Awareness Month
- **February** – Age Related Macular Degeneration Awareness & Low Vision Awareness Month
- **March** – Workplace Eye Wellness Month
- **April** – Sports Eye Safety Month & National Minority Health Month
- **May** – Healthy Vision Month & UV Safety Month
- **June** – Cataract Awareness Month & Fireworks Eye Safety Month
- **July** – Celebrate Senior Independence
- **August** – Children’s Eye Health & Safety Month/Back to School Eye Health
- **September** – Healthy Aging Month
- **October** – Eye Injury Prevention Month & Halloween Safety Month. World Blindness Awareness Month
- **November** – Diabetic Eye Disease Awareness Month
- **December** – Safe Toys & Celebration Month

“Ideas for blogs” 

 **Tumblr**
 “Microblogging”



Founded February 2007

- Blog – short blogs “**microblogging**” platform and social networking website
- Allows users to post multimedia and other content to a short-form blog
- Post text, photos, quotes, links, music and videos from your browser, phone, desktop or email
- Customize themes - tell your story through pictures, animation, text, music, video
- Create beautiful streaming ads
- **More exposure** - engage with and reach people beyond your core followers
- **No clutter** - just your content the way it was meant

<http://www.tumblr.com>

Pinterest
www.pinterest.com

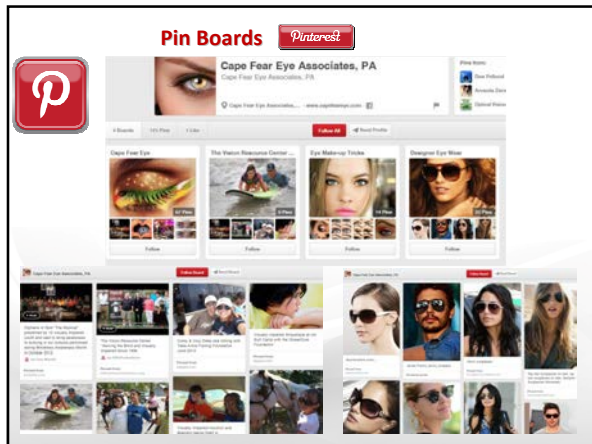
A visual discovery tool that people use to collect ideas for their interests











Launched March 2010


- One of the fastest growing social networking websites today
- Collecting and sharing different things you find on the web
- Digital bulletin board or scrapbook for collecting things you find online
- Create individual boards
- Follow pins saved by friends and other users
- Save and repin pins you like to your pin boards
- 65% of Pinterest’s users worldwide are Women
- Grow your business and branding

People in the United States are 70% more likely to buy an item they find through Pinterest than if they found it on a company website, according to shopify.




 **Delicious** <https://delicious.com>
 Social bookmarking web service for storing, sharing and discovering web bookmarks.

Add to toolbar       




- Save, Store and Share Websites in one location
- Tag- users, keywords, web pages
- Follow friends or find people your interested in building feed
- Community picked links based on your interests
- Organize all your links for easy access
- Delicious Apps available

 **Instapaper** <https://instapaper.com>

A website, a bookmarklet and an app that lets you save articles for later and read them anywhere.

- **iPhone & iPad** – install the bookmarklet in Safari. Save, store and share websites in one location
- **Android** – once you downloaded the app, navigate to an article in your Android browser. Choose "share" and select Instapaper
- **Email** – send articles, videos & long emails directly to your account by emailing your personal instapaper address
- **Save from other Apps** – Hundreds of iPhone and iPad apps let you save directly to Instapaper
- **Browse** – find great reads quickly in Instapaper's editorial and socially-curated browse section
- **Kindle** – send content to your Kindle through the Instapaper website





<https://plus.google.com>


Google+ is a social networking service that enhances many of its online properties

- Create specific groups such as family, friends or business
- Video chat with prospects or clients with **Google hangout** – live & recorded announcements
- Instant share from mobile devices
- Add photos and videos
- Get reviews
- Share news feeds
- Create events
- Join “like” communities

Google+ launched in June 2011 “as invite only”



Manage Multiple Pages



Share YouTube Videos

Share pictures


Video Call

Create Events

Hangouts on Air

Google+ Dashboard

- Track analytics
- Create tracking code for website
- Track all Google sites analytics




Supports social network integrations for Twitter, Facebook, LinkedIn, Google+, Foursquare, Wordpress, TrendSpottr and Mixi.

- Monitor multiple streams in one place
- Cross post to your Google+ pages
- Compatible with mobile phones
- Track your weekly analytic reports
- Get free reports by email

In December 2009, HootSuite launched as officially independent company

<https://hootsuite.com>



hootsuite
social media dashboard

View ALL your social media streams

Add Free Apps

Organize your social media in "one" place

hootsuite
social media dashboard

Compose a message – send out to all social media sites


Schedule your message

Track analytics

 **Instagram** <http://instagram.com>

Share your life with friends through pictures

- Tell your story through a series of pictures
- Snap photos with mobile phone and share pictures as moments happen "real-time"
- Filters will transform photos into professional snapshots
- Fast and efficient uploading
- Share photos instantly on Flickr, Facebook and Twitter
- Sync photos with your computer and print when you like



Most used photo sharing site by Generation Z



 **Flickr** <http://www.flickr.com>

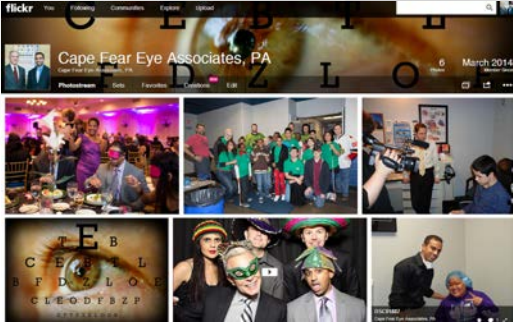
Image Hosting and Video Hosting Website

- Online photo management
- Members share original photos and videos they created
- Post content hosted on **Flickr** to other websites
- Join “like” groups & discussions
- Create unique stories with your photos
- Find friends and share on social media



Flickr was launched in February 2004

 **Flickr** Tell your story in pictures



Add multiple PHOTOS & VIDEOS


 **Picasa** <http://picasa.google.com>

Image Organizer and Image Viewer



- Image organizer
- Image viewer for organizing and **editing** digital photos
- Resize images for print, mail, web
- Integrated photo sharing website
- In 2004 Picasa was acquired by **Google**



The **FREE** Online Photo Editor
www.picmonkey.com

- Create professional flyers
- Touch up a photo
- Create special effects
- Share your designs
- Create a collage
- Design your own
- Add watermark signature logo to your images



PicMonkey Photo Editing

Editing tools

Before After

YouTube Video Sharing Website

YouTube is owned by


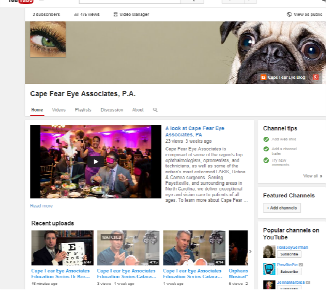
Upload, view and share videos

- Video blogging
- Short original videos
- Educational videos
- Forum to connect and inform across the globe
- Distribution platform for original content creators and advertisers
- Fan Finder – reach viewers who are more likely to like your videos/channel
- Overview/demographics/analytics

<https://www.youtube.com>

Launched February 14, 2005

Upgrade your Channel

- Change to new YouTube/one channel
- Add a **channel trailer** to bring in more subscribers to your page
- Add links to all your other social sites
- Instant share on other social media sites

Record or Edit your own Videos or Slideshow



Upload or Create your own Videos or Slideshow




- Export to HD quality formats
- Load multiple files at once


InVideo Programming



LOGO Branding Watermark




Personalize your Videos with your branding




Windows Live Movie Maker

[Download Now - Free](#)



- **FREE** of cost
- Multiple editing options (splitting videos, zooming in and out, fade in images, merge two or more different videos together)
- Add special effects
- Add music
- Share videos
- Convert videos to mobile-friendly format or other formats
- Create slideshows, family videos and professional videos

Use Webcam



ANIMOTO

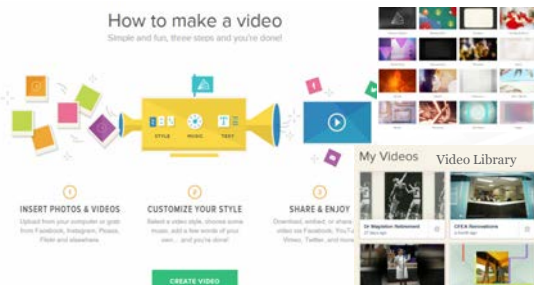
<http://animoto.com>

Videos for everyday events to life's most important memories

Styles to choose from

How to make a video


Simple and fun, three steps and you're done!



- INSERT PHOTOS & VIDEOS**
Upload from your computer or grab from Facebook, Instagram, Photos, Flickr and elsewhere.
- CUSTOMIZE YOUR STYLE**
Select a video style. Choose some music, add a few words of your own... and you're done!
- SHARE & ENJOY**
Download, embed, or share online on Facebook, YouTube, Vimeo, Twitter, and more.

[CREATE VIDEO](#)


My Videos Video Library



ANIMOTO

Lite	Plus	HD
Free	\$5/month	\$39/month
20 min	10 min	20 min
Web quality	Web quality	HD
Unlimited	10	10
200+ tracks	200+ tracks	2000+ tracks

- **HD Resolution**
- Export to **Facebook, Twitter, YouTube, etc...**
- Embed into blog or website
- Schedule emails to be sent
- 50 beautiful styles to choose from
- Use your own text to tell story
- Music library or upload your own
- Upload photos from anywhere
- Custom branding (Pro)



vimeo **Vimeo** <https://vimeo.com>




U.S. Based Video-Sharing Website



- Founded by a group of filmmakers who wanted to share their creative work
- Upload, share and view videos
- Must be original videos
- Create your own Groups or contribute to the Groups of others
- Categories - discover videos, people, and more, all organized by theme
- Create a video - Upload it, add fresh look, soundtrack, and even learn tricks of the trade from our resident experts
- Sell your work

Founded November 2004

YouTube mp3 **Three "MUST HAVE" Links**

- **YouTube mp3** is a free online media conversion application, which allows you to convert and download **YouTube** URLs to MP3 formats.
<http://www.youtube-mp3.org>
- Free **online Video Converter** website. No software to install. Convert to avi, mp4, mov, mp3, wav, and much more.
<http://us.onlinevideoconverter.com>
- **Clip Converter** is a free online media conversion application, which allows you to convert and download nearly any audio or video URL to common formats. Currently supported services: Direct Download, YouTube (HQ and HD), Daily motion (HQ) and much more. This free and fast converter allows you to watch your favorite YouTube videos on your cell phone, PSP, iPhone or nearly any other device.
<http://www.clipconverter.cc>

snafish by **hp** <http://www.snafish.com>

Create customized digital prints and gifts



- Secure, unlimited online photo sharing & storage
- Professional quality prints for a low price
- Over 100 customizable photo gifts, from display-quality photo books, posters, photo mugs & jewelry
- **Free** online photo editing tools
- Private group rooms for sharing with friends & family
- Free uploading from your mobile phone
- Subscription video sharing & storage plans

Create business portfolios



Vistaprint Make an impression.
 Vistaprint is an online supplier of printed and promotional material and marketing services

Create your own:

- Business cards
- Websites & internet marketing
- Signs & banners
- Promotional items
- Clothing & accessories
- Invitations & announcements
- Magnets
- Photo gifts

<http://www.vistaprint.com>

Postcard: front side

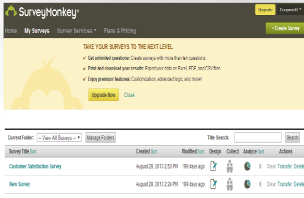


Postcard: Back side



SurveyMonkey <https://www.surveymonkey.com>


Web-based survey solutions, trusted by millions to make more informed decisions



- 31 survey templates / 15 types of questions
- Validate/require survey responses
- Share on Facebook
- Embed into your website
- Deploy survey via website pop-up
- Send survey through email manager
- Real-time results
- 24x7 email support
- All languages supported

FREE (Basic Plan)

- 10 questions per survey
- 100 responses per survey




13 places
 That businesses should collect online Reviews

- **Angie's List** - Geared toward service-based businesses
- **Yelp!**
- **Google reviews/local/places/+**
- **Yahoo!/local listings**
- **Insider pages**
- **Citysearch**
- **Consumer search**

- **Facebook**
- **LinkedIn**
- **Twitter**
- **Your Website**

*Consumer reports
 *Better Business Bureau (BBB)

Vitals, Healthgrades, RateMds




Design **FREE** flyers online
www.smore.com

Quickly create and share a poster or flyer online.
Using Smore you can choose the design of your flyer, ...

[Start a new flyer](#)

1 Design a flyer


Smore flyers are mini websites designed to spread the word.



[Designer tour](#)

2 Share it around


Send emails, post on Facebook or share on social networks.




[Sharing tour](#)


3 See the results

Get views, sales or attendees and track them instantly.



[Analytics tour](#)





<http://mailchimp.com>

Create, send, and track email newsletters


Entrepreneur
From 1,000 subscribers
Send 12,000 emails to 2,000 subscribers for free. No credit card required. 15 free features.

Growing business
Send an unlimited number of emails with a monthly account, or purchase email credits that last a year.

High volume sender
Send up to 100,000 subscribers. Includes 100,000 email credits. Includes 100,000 email credits. Includes 100,000 email credits.

FREE

- Email marketing campaigns
- Send subscribers product updates, event invitations, announcements or editorial content
- Available reports to track or improve your campaigns
- Free for lists of up to 2,000 subscribers



Available programs that suite your needs



<http://www.constantcontact.com>

Trusted Email Marketing

Online email marketing company **Connect Inform Grow**

- Email marketing campaigns
- Social media marketing
- Online survey
- Event marketing
- Digital storefronts
- Local deals tools primarily to small businesses, nonprofit organizations and membership associations



Founded in 1998

Constant Contact (Event Campaign)

CAPE FEAR EYE ASSOCIATION, P.A.

New Age Cataract Surgery

What are our top issues?

Track open rate

Links to other social media pages

Add videos & contact information

Add maps & location

Constant Contact Run a Sweepstakes

Schedule campaign announcements

Add photograph of prize

Track campaign performance

*Establish new likes, email addresses and contact information for future email campaigns

Sweepstakes Feb. 20, 2014		
Campaign Performance		
39	14	3
Page Views	Clicks	Conversions
10	8	Share Rate
New Facebook Likes	New Email Subscribers	

Community "Outreach" Marketing

FREE School Eye Screenings

Swamp Dogs Baseball Team Eye Doctors

Filming Movie Documentary "What Michael SEEs"

Walk-a-Thon for the American Heart Association

Hosts of annual "Out of Sight" Dining Event (Blindfolded)



Supporting the Vision Resource Center independent living programs for visually impaired adults & children in the Greater Cape Fear Region

Anti-Bullying Campaign – Blindness Awareness Month October 2013



Orphans of God "The Musical" performed by (12) visually impaired youth and cast to bring awareness to bullying in our schools

Sports Marketing

Lamar "The Boxing Que" Russ Middleweight Boxer



Sports Marketing

Eye Care Doctors for the Fayetteville FireAntz Hockey Team

Supporting a non-profit organization

The Vision Resource Center

In Summary...

New Mindset

New Results...

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QUESTIONS

Thank
You!



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