POSITIONING
Market Leaders Have It, Discover Yours
Megan Mestas – COO and Marketing Director

Megan Mestas attended Iowa State University on a soccer scholarship and graduated with a degree in Advertising with a concentration in Marketing from the school of Journalism. She began her career in advertising at the internationally renowned agency of Saatchi & Saatchi at their Denver, Colorado office gaining experience in media planning and account management. Megan quickly advanced in the company taking on the responsibilities of assisting in the office’s largest clients.

Megan joined Eyemax in 2005 as an Account Manager. Eyemax’s clients quickly gained the benefit of her expertise in strategic marketing & media planning, strong understanding of brand positioning and advanced skill in advertising campaign development along with her organization and attention-to-detail. During her time at Eyemax Megan has brought success for our clients with effective marketing strategies, new-media campaigns and operation suggestions based on her comprehensive knowledge of the refractive industry. While managing her clients’ campaigns, growth strategies and internal operations, Megan now also oversees the marketing efforts for all of the Eyemax customers to ensure optimal, long-term revenue growth strategy. Megan is dedicated to not only helping Eyemax’s clients achieve results but is focused on providing the highest service as well.

Understanding Positioning

✦ Position vs. Brand
  • position noun
    Your practice’s perceptual location; where you fit in the marketplace amid your competitors, in the minds of consumers
  • brand noun
    The outward projection of your practice’s image, value and attributes

✦ Categories of the auto market
  • Example of positions
    – Sporty
    – Conservative
    – Affordable
    – Classy

✦ You NEED a position
  • Don’t operate as a ‘me too’ practice.
    You will be left behind.

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Determining Your Position

Three steps to your position

1. Self-discovery
   - Use a third party
   - Ask your patients why they choose you
   - Ask those who go elsewhere, why they didn't choose you
   Use this information to gather a list of top criteria patients use for selecting a practice.
   - What is it that your patients are truly buying from you?

2. Competitive analysis
   - Make a list of who's 'tops' in the market
   - Study your competitors' positions
     • What makes them stand out?
     • Why do patients choose them?
     • Where do they stand on the criteria from the first step?
3. Market analysis
   – Perceptual Map
   – Take a look at the market as a whole
     • Show differentiation among products in the patient’s mind
     • Map out competitive landscape
     • Reveal market opportunities/gaps in the market
Examples of patients’ criteria
- Price
- Value
- Quality
- Customer Service
- Convenience
- Results

• Expertise
• Experience
• Reputation
• Technology
• Forefront of advancements

Things to remember
- Don’t try to be all things to all people or you won’t be anything to anyone.
- Don’t make your practice into something it’s not.
- The most convincing position is the one you deliver on.
- A specific position is necessary to stand out.

Present Your Position So It ‘Packs a Punch’!
- 40% of patients surveyed couldn’t remember the name of the surgeon or center who performed their procedure!

40% of patients that had a procedure couldn’t remember the surgeon or practice!
Your brand is a three-legged stool

- Management has to buy in and be key representatives of this change

1. Visual: Logo, colors, design
   - Your visual brand has to convey the message/position

2. Verbal: How you talk and what you say
   - Develop a voice that:
     • Is modern & relevant
     • Captures your position
     • Is bold & visible in a busy market
     • Corrects any misconceptions
     • Is clean & simple

3. Experiential: You have to deliver!
   - Don't try to sell yourself as something you're not.
Companies Doing It Right

- Kleenex
- Google
- Chapstick
- Sharpie
- Band-aid
- Tupperware
- Post-it

What do they all have in common?

Final Notes

✧ Be consistent
  - Your message has to be consistent and clear from your marketing to the confines of your practice. Jump around and no message will be heard.

✧ Include your team
  - Your staff needs to understand what and how to communicate your position to your patients and potential patients

✧ The hardest thing to do is NOT change
  - If something is working, stay with it. Be true to who you are.