



Getting your digital ducks in a row

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Paul has been helping businesses increase revenue through marketing and sales initiatives for over fifteen years. His digital marketing experience dates back to the end of the Dot-Com era. He holds certifications for several marketing automation platforms including Hubspot & Marketo.

Today's Agenda

High-level look at our plan for the next hour

- Digital Marketing in a nutshell
- **The planning worksheet**
- Determining your goals
- Inhouse vs. outsourcing
- Your website
- Digital marketing channels overview
- Metrics for success
- Q&A

“

Digital marketing is the use of the Internet, desktop computers, mobile devices, social media, digital media, and platforms to reach consumers.

”

Marketing Lingo

Let's talk marketing jargon

- **Tactics:** Actions to support the strategy and achieve the plan
- **Call to Action (CTA):** An instruction to the audience design to provoke a response
- **Conversion:** The point at which a recipient of a marketing message performs a desired action
- **Platform:** Software that allows you to conduct marketing operations
- **Digital Marketing Channel:** Any connection to the world wide web through which communications about ideas, products or services can reach an audience

Digital Marketing Channels

How to drive traffic to your website



Urban Eye Boutique

- Upscale boutique eye practice
- 1 doctor full time
- Concerned with losing patients to low cost competition in the area
- Vision care plans don't reimburse enough
- Largest demographic: female, 35-54

Potential differentiators:

- Dry eye center of excellence
- Exclusive designer frames

Suburban Family Eye Care

- Primary eye care practice
- 2 doctors full time
- Many practices with similar services in the area
- Wants to offer new services directed at pediatric population
- Largest demographic: children 8-18

Potential differentiators:

- Myopia control
- Back to school headquarters
- Family appointments

Rural Eye Associates

- 2 location primary eye care practice
- 3 doctors full time
- No ophthalmology within a 50-mile radius
- Wants to manage patients' medical needs in house
- Largest demographic: female 55+

Potential differentiators:

- AMD management
- Complete medical eye care
- Advanced treatments and science-based nutraceuticals

Aligning Your Differentiation Strategy to Goals & Tactics



Digital Marketing Planning Worksheet

Reflect on your goals

- Increase your average per patient revenue/revenue per visit
- New patient acquisition
- Keeping your practice top-of-mind
- Improving patient loyalty or practice reputation
- Keeping up with communications with patients (high touch)
- Other



DO IT YOURSELF OR HIRE A PRO?

Digital Marketing Planning Worksheet

Rank your goals from 1 - 6: Cross out any goals that do not apply to your eye care practice strategy

- 1 2 3 4 5 6 Increase your average per patient revenue/revenue per visit
- 1 2 3 4 5 6 New patient acquisition
- 1 2 3 4 5 6 Keeping your practice top-of-mind
- 1 2 3 4 5 6 Improving patient loyalty or practice reputation
- 1 2 3 4 5 6 Keeping up with communications with patients (high touch)
- 1 2 3 4 5 6 Other:



Channel	In-house or outsource	Goals	Budget	Who's Responsible?	Notes & Next Steps
Listing on Directories					
Website					
SEO					
Blog					
Email Marketing					
Social Media					
Social Media Ads					
Paid Search					

Listing Your Business Online

Cheap, easy and effective

- Google Places
- Yelp
- Yellowpages.com/YP.com
- Superpages.com
- Citysearch
- Yahoo! Local
- Bing Local
- Better Business Bureau
- MerchantCircle
- Foursquare





optometry practices near me



← Rating ▾ Hours ▾ Your past visits ▾

3.7 ★★★★★ (12) · Optometrist
Mechanicsburg, PA
Opens soon · 9AM
· (717) 697-7288
Their website mentions
optometry practice



WEBSITE



DIRECTIONS

No reviews · Optometrist
Mechanicsburg, PA
Open · Closes 4:30PM · (717) 763-2020



DIRECTIONS

5.0 ★★★★★ (294) · Optometr...
Mechanicsburg, PA
Open · Closes 4:30PM
· (717) 763-2020
Their website mentions
optometric practice



WEBSITE



DIRECTIONS



Your Website

First impressions are lasting impressions



Digital Marketing Channels



What is SEO?

Search Engine Optimization

“

Anything done to improve the ranking of a website on search engine results pages

”

SEO Recommendations

Optimize for local not global

- Optimize your site for local searches of your practice name
- Optimize your site for local searches of practice partners
- Online business directories
- Patient reviews submitted through online business directories
- Mobile friendly website design
- Consider hiring a SEO expert

A close-up, shallow depth-of-field photograph of a person's hands typing on a laptop keyboard. The background is softly blurred, showing a laptop screen and a warm, golden light source, possibly a window or lamp, creating a bokeh effect. Overlaid on the center of the image is a semi-transparent white rectangular box containing the word "Bloggging" in a large, bold, black, sans-serif font. The text has a subtle white outline, making it stand out against the background.

Bloggging

To Blog or not to Blog

PROS

- Many blogging software options to choose from and minimal technical skills required
- Attracts both new customers while engaging with existing customers
- Boosts SEO

CONS

- Creating content on a regular basis can be time consuming
- Requires planning, organization and editing resources
- Can take a few posts before momentum builds

TIPS

- Create content that answers your patients' commonly asked questions
- Include calls to action to setup appointments if they have more questions
- Make sure you commit the resources to build regular posts

Email Marketing

PROS

- Cost-effective way of engaging on an ongoing basis
- Relatively fast to setup messages and send
- Provides segmentation options to target specific audiences with certain offers
- Easy to track engagement level through open and click-through-rates

TIPS

- Determine what percentage of your patients have provided an email address before moving forward with your strategy.
- We recommend promo emails vs. monthly newsletter
- Mailchimp is a free option to get started

CONS

- Collecting all your customer's email addresses if you do not already have them
- Saturation: People get so many emails that they ignore them

Setup Your Free Email Marketing System

Mailchimp



Create ▾

Campaigns

Automate ▾

Audience

Brand ▾

Reports

Upgrade Now



Paul
Roundtop Mountain Reso... ▾

Help



Keep it up!

Draft

Draft email

[Finish later](#)

Schedule

Send



To

All subscribed contacts in the audience RMR Alpine Instructors. [229 recipients](#)

Your 'To' field is **not** personalized with merge tags .

If you'd like to segment your audience, you can [edit your recipients](#).

Edit Recipients



From

Who is sending this campaign?

Add From



Subject

What's the subject line for this campaign?

Add Subject



Content

Design the content for your email.

Design Email

HIPAA Compliant Email Marketing

Playing it safe

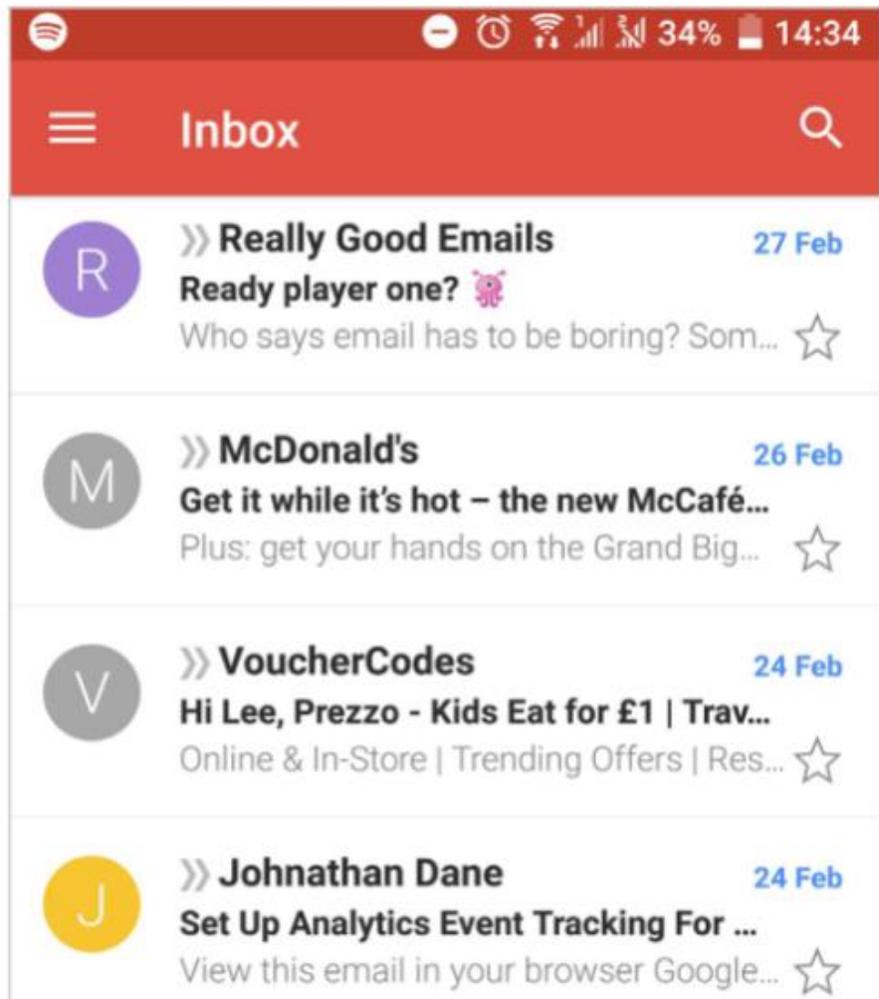
- Avoid any personalization
- Only export the email addresses from your EHR system to import into your email marketing system
- Consider an opt-in question on your patient intake form
- Follow recommendations for CAN-SPAM compliance



HIPAA
COMPLIANT

'Friendly from' name

The 'from' or sender name is the inbox field that tells your customer who's sent the message. Without something recognizable, your subscriber may dismiss it as spam. And no-one wants that!



Subject lines

Make it clear from the subject line what openers can expect in the email. Customers receive, on average, over 100 emails from trusted brands each week, so you need to make your email stand out, and make sure it delivers what it promises in the subject line.

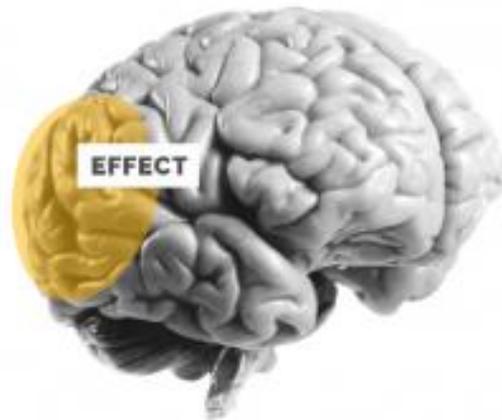
Pre-header text

A pre-header is the short summary that follows the subject line when an email is viewed in the inbox. It's a great way to tip your customer off on what the email contains before they open it. See it as yet another opportunity to encourage your readers to open your email.

Source: DMA Marketer email tracker report 2018

Email Marketing Examples

Logic vs. emotion



HUFFPOST

"Harvard researchers find Prezi more engaging, persuasive, and effective than PowerPoint."

[See how it works](#)

[See the science behind Prezi →](#)

View Online Version **MISSGUIDED** FRACK, LOSE AND FASHION Unsubscribe

New In | Clothing | Dresses | Shoes | Accessories | Blog | Sale

HEY, WE NEED TO TALK...

☹️

WE USED TO BE SOLEMATES...

❤️

AND NOW YOU DON'T EVEN BROWSE ANYMORE..

💔

I KNOW WE CAN MAKE THIS WORK...

😊

SO HERE'S SOMETHING TO GET US BACK ON TRACK...

LET'S TRY AGAIN

FREE

NEXT DAY DELIVERY*

Enter Code

FREENXTDAY

👉

Social Media

PROS

- Creates a way to engage with patients about topics that are relevant to them
- Allows you to react or respond in real-time to relevant conversations
- Can be inexpensive if managed well using your office manager, techs, etc.

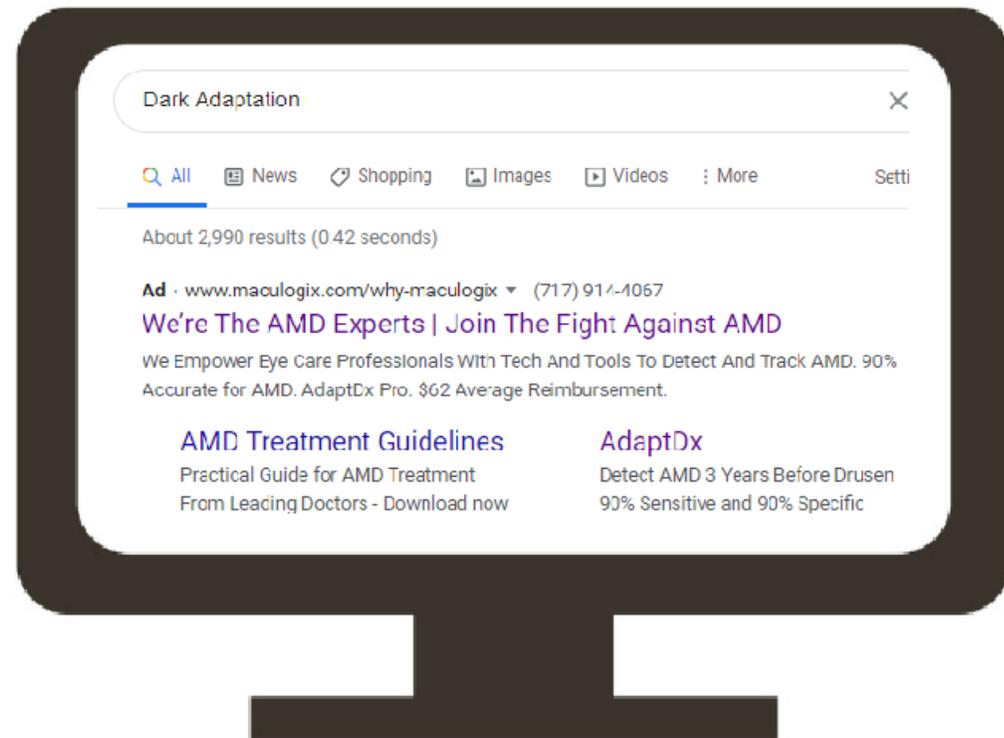
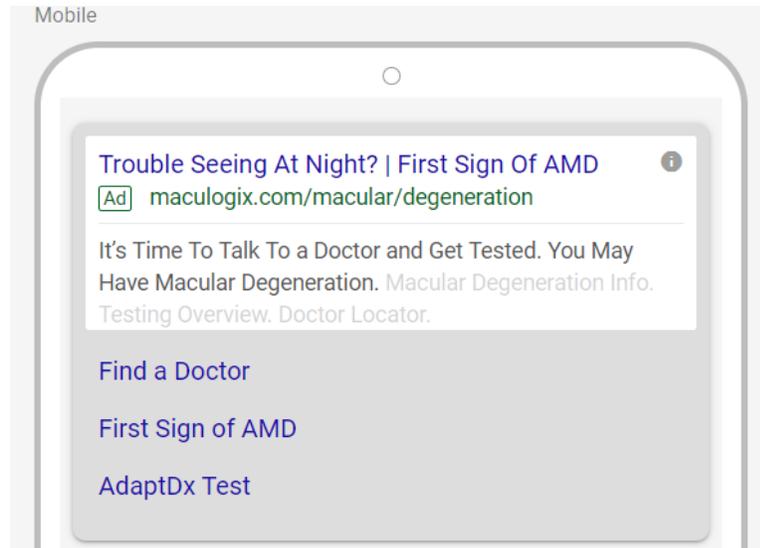
CONS

- Takes a large time commitment to grow followers. Getting started can take a while.
- Must engage continuously to build momentum and keep it going
- Results from efforts can be hard to measure

**Attend “Getting social webinar” on
Monday, May 11 at 2:00 PM EST**



Paid Search



Our Recommendations:

- Consider outsourcing this to an expert
- Ask an expert to determine if other local optometry practices have saturated the space
- Avoid keywords that are bid on by national competitors (i.e. 1800 contacts)

Streaming Your Ad To Grow Your Revenue Stream

It's like radio advertising, but better

pandora[®]



Display Ads

Great for retargeting



Monitoring the Impact

How to get started & metrics to watch

How to get started

- Find a colleague, friend, relative or expert familiar with marketing reporting & metrics
- Setup Google Analytics for your website (it's free)
- Explore the reporting features of your email marketing system and other digital marketing systems

Metrics to monitor

- Cost per click (CPC)
- Click through rate (CTR) when paying for impressions
- Open rate of email campaigns
- Average session duration
- Number of likes, shares, comments, etc. on social media
- Trends overtime

Back to the Planning Worksheet

Taking Action

- Schedule time
- Staff meeting agenda
- Assign tasks
- Training plan
- Seek a colleague's perspective

Rank your goals from 1 - 6: Cross out any goals that do not apply to your eye care practice strategy

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~~1 2 3 4 5 6 Other: _____~~



Channel	In-house or outsource	Goals	Budget	Who's Responsible?	Notes & Next Steps
Listing on Directories	<i>In house</i>	<i>2</i>	<i>n/a</i>	<i>Me</i>	<i>Do this tomorrow</i>
Website	<i>Outsource</i>	<i>2 & 3</i>	<i>\$150</i>	<i>Bob</i>	<i>Have Bob look into reviews app</i>
SEO	<i>In-house</i>				<i>Set calendar reminder to revisit in fall</i>
Blog	<i>In-house</i>	<i>2</i>		<i>Deb?</i>	<i>Ask Deb if she would do monthly patient story</i>
Email Marketing	<i>In-house</i>	<i>1, 2 and 3</i>	<i>n/a</i>	<i>Sue</i>	<i>Have Sue setup MailChimp</i>
Social Media					<i>Not sure - watch webinar</i>
Social Media Ads					
Paid Search					
Pandora/ Spotify Ads					
Display Ads					<i>As bob about retargeting ads</i>

