

Today's Webinar: **Social Media & Patient Outreach**



Thank you for joining us, **we will begin our Webinar shortly...**

Please help us to provide the best Webinar experience for everyone and to conserve your internet bandwidth:

- **Please turn off your video feed**
- **Please place your phone on mute**

This webinar is not ABO approved

ZEISS upcoming webinars



Next Week:

Telemedicine: Adapting to the new world we live in

In this webinar we will explore the ways Telemedicine can be implemented into practices of all sizes allowing Eye Care Professionals to improve the patient experience while improving efficiency, chair time, and even allow for the expansion of available exam times without necessarily increasing hours a doctor must spend in the office.

Maximizing every selling opportunity

With increased competition and reduced traffic in the dispensary due to outside forces and social distancing it is more important than ever to understand the ways you can maximize each selling opportunity. This webinar will provide you with some of the best practices to improve margins for private pay and managed vision care.

<https://zeiss.com/webinars>

The background of the slide features a blurred image of a person in a dark suit holding a smartphone. Overlaid on this image is a network of white dots connected by thin lines, forming a mesh. Several circular icons are placed at various points in the network, including a heart, a speech bubble, and several person silhouettes. The overall lighting is warm and soft, with bokeh effects in the background.

Social Media & Patient Outreach



Sara Cecchini, MBA
Manager, Social
Media/Web Content



Maureen Hanna, MBA
Senior Customer
Marketing Manager

- 1 Platforms/Demographics
- 2 Content Tips
- 3 Work Smarter, Not Harder
- 4 Video vs. Imagery
- 5 Establishing a Tone
- 6 How to Write Compelling Headlines
- 7 Call-to-Actions
- 8 Frequency of Posting
- 9 Facebook Advertising
- 10 Emerging Trends
- 11 Questions

Platforms and Demographics

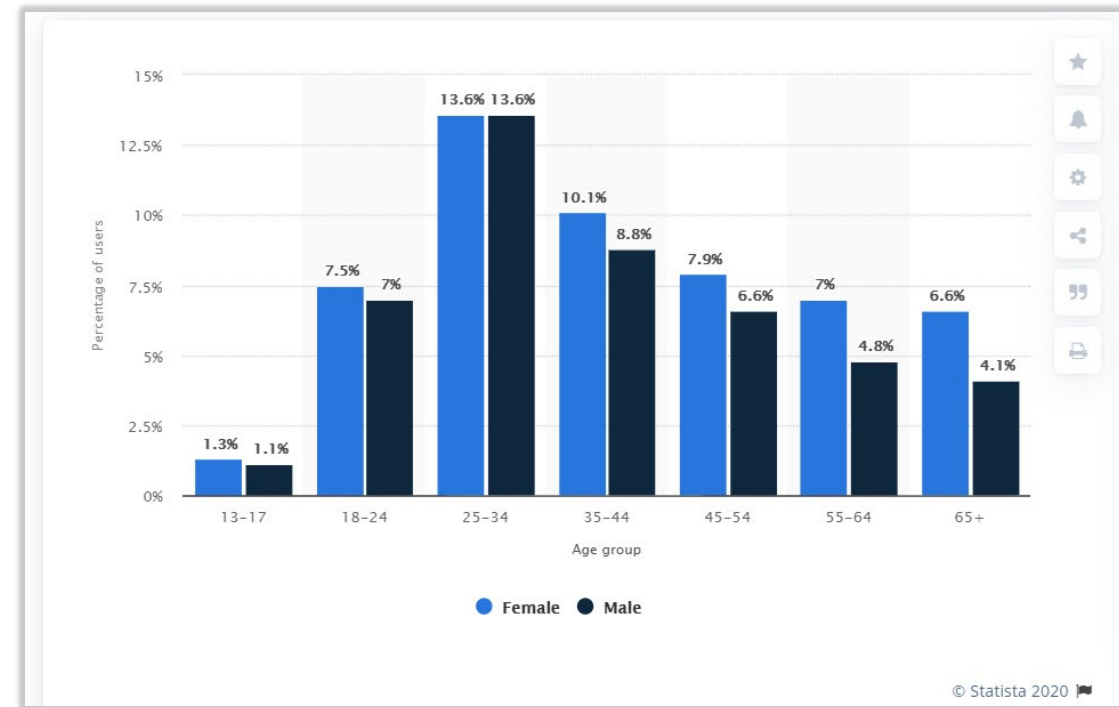
Facebook



Demographics:

- **1.37 billion** people use it every day
- **7 in 10 U.S.** adults use Facebook
- Over **57% of Americans** spend over **40 minutes/day** on it

It has become the master at building awareness, creating conversations, engagement and participation



Platforms and Demographics

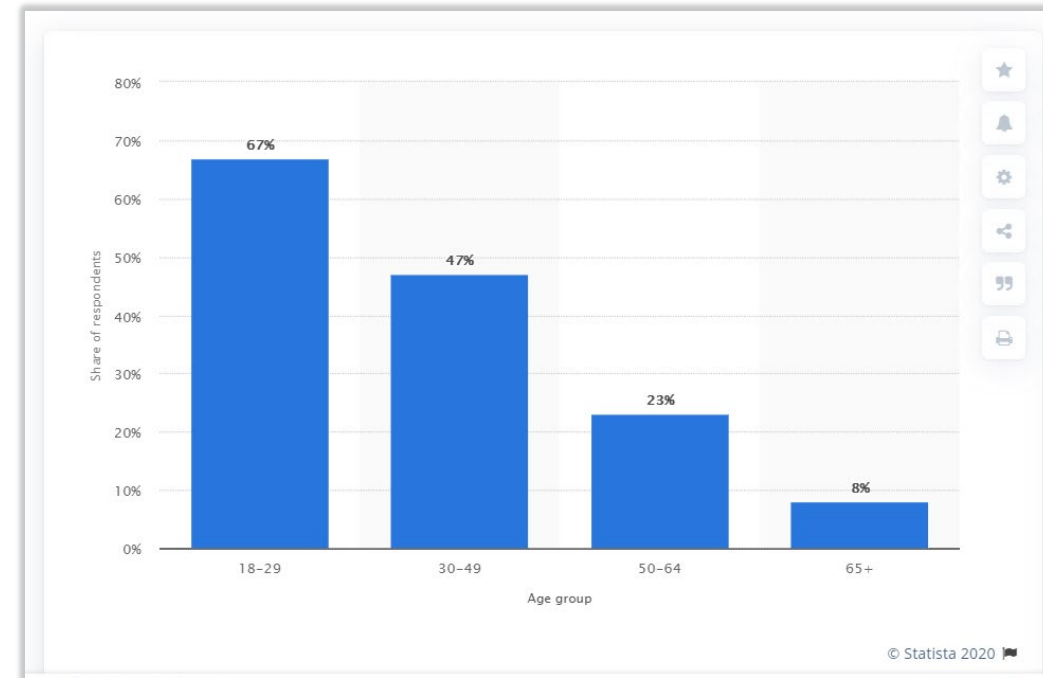
Instagram

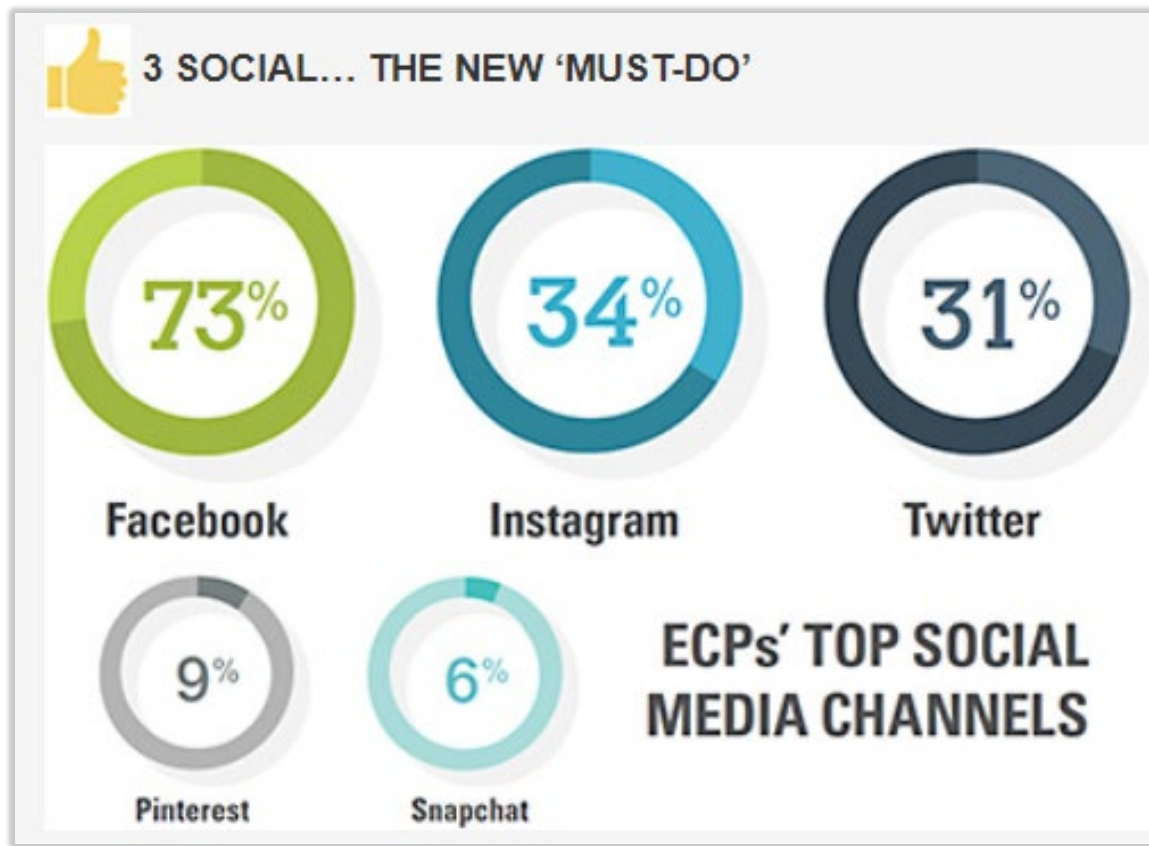


Demographics:

- Instagram has over **1 billion** worldwide monthly users
- **120 million** use it **daily** in the US
- **37%** of **U.S. adults** use it
- **90%** of users on Instagram **follow a business** account (2019)

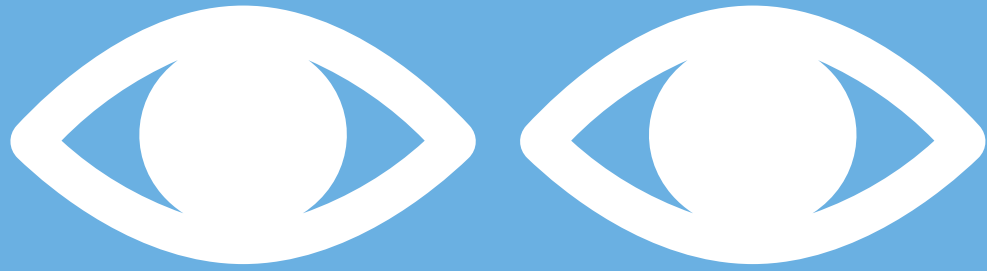
Instagram's mission is to capture the world's moments. Your Instagram page will tell a visual story.



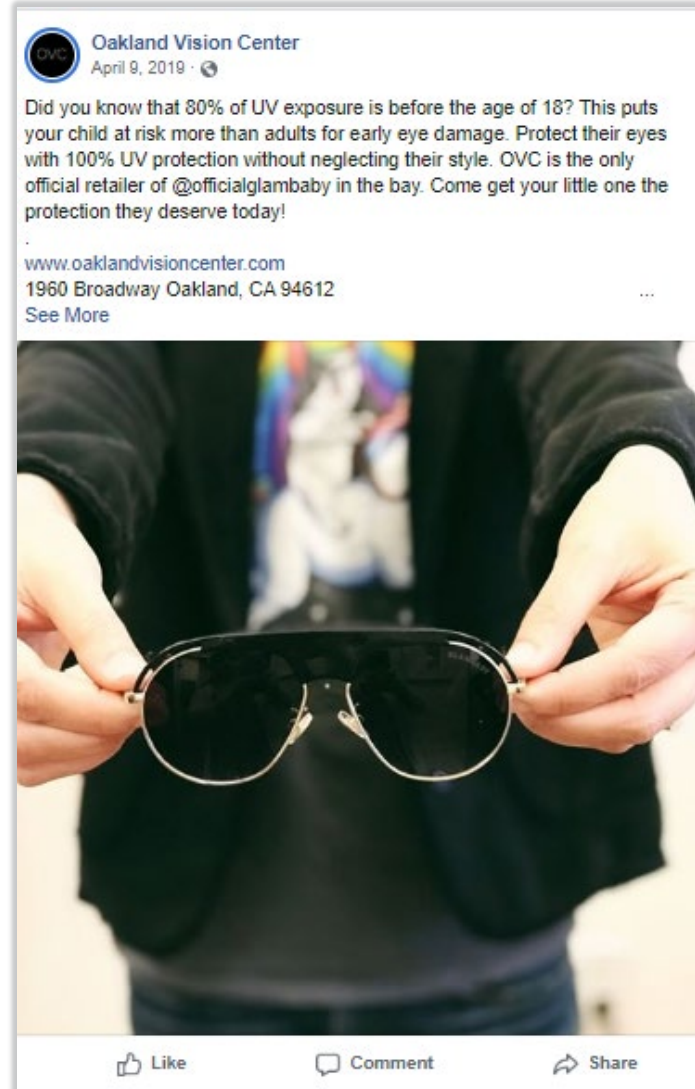


(2019 EyeCare Business)

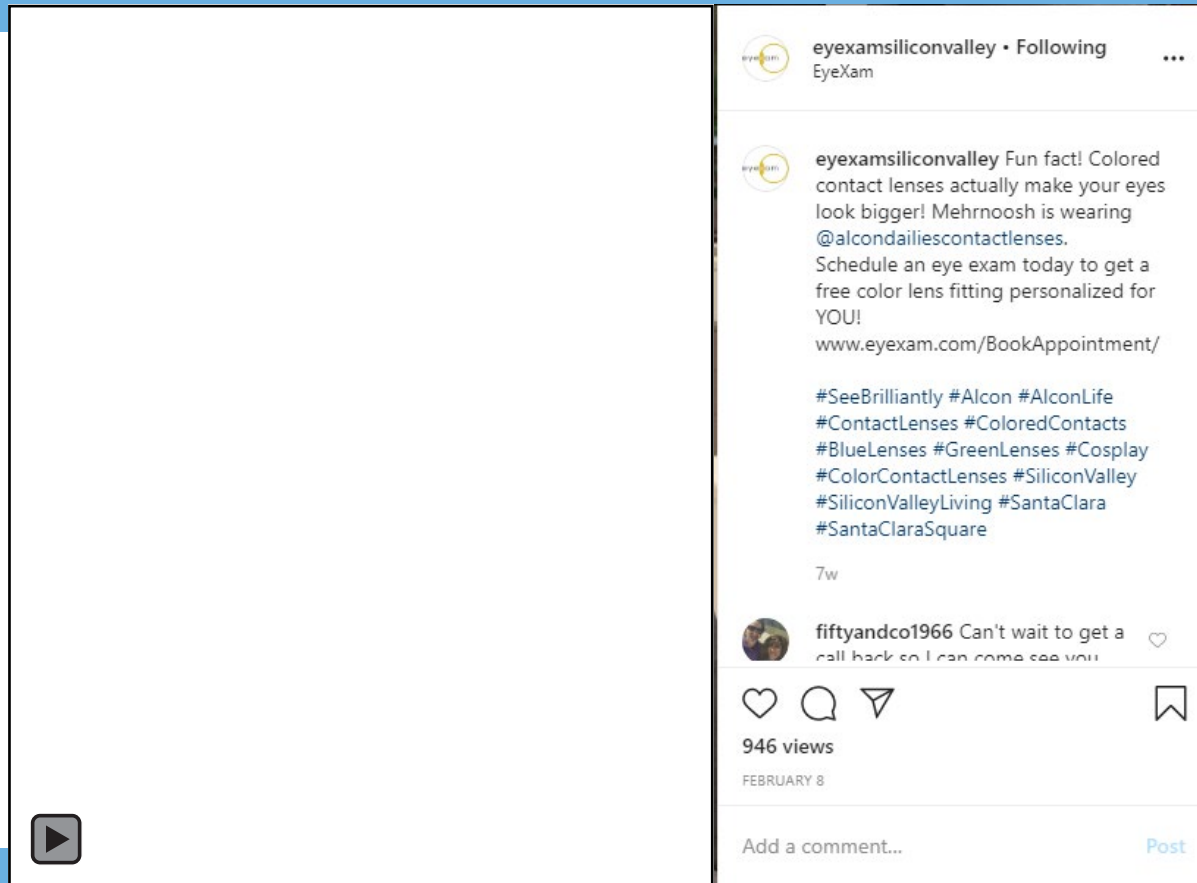
Content Tips



- ✓ Keep your content fun and organic
- ✓ Delegate
- ✓ Engage, converse, story telling



Content Tips



- Practice photos- fun, memorable, events
- New frame lines or products
- Eye health
- Anything that is locally relevant
- Medical specialties or topics
- Staff reviewing or trying on glasses
- Patient testimonials
- Patient success stories
- Addressing popular questions or myths

What to Say during COVID-19


 20/20 Vision Associates Optometry is at 20/20 Vision Associates Optometry.
March 15 at 11:53 AM · 🌐


Glasses are safer to wear during COVID 19 compared to contact lenses. 1 Day contacts safer than reusable contact lenses. We are open T-F 10am - 7 pm and Sat 8am-3pm & same day service on most glasses prescriptions. We offer low cost options starting at \$69. #riverside


**COVID 19 & CONTACTS
GLASSES ARE SAFER**

If you do wear contacts:
Wash your hands with SOAP AND WATER
DO NOT USE HAND SANITIZER
just prior to handling your contact lenses or touching your eyes, face or case!





 oaklandvisioncenter • Following
Oakland Vision Center


 oaklandvisioncenter Oh, I was born knowing how to Stay in Place. Archie misses all his Aunties at work. Remember to feed your dog bacon and #BeSafe.

text 510-901-5010
www.oaklandvisioncenter.com

1960 Broadway Oakland, CA 94612

#oaklandvisioncenter #radglasses #downtownOakland

1d

 tamstock So handsome!!! I love him. 🥰

Liked by tamstock and 39 others

1 DAY AGO

Add a comment... Post

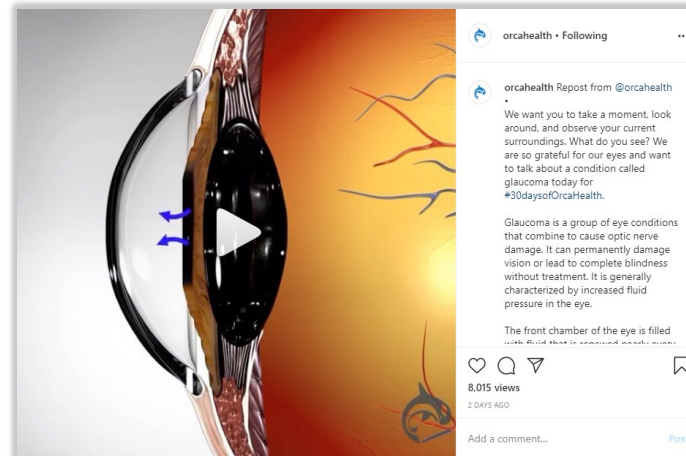
Work Smarter, Not Harder

Repurpose information and insights as visuals

Use your fan's content

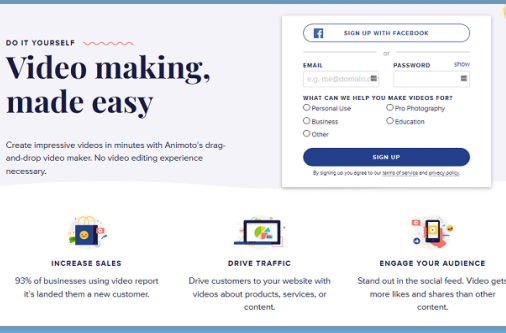
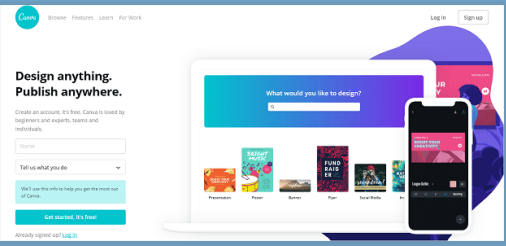
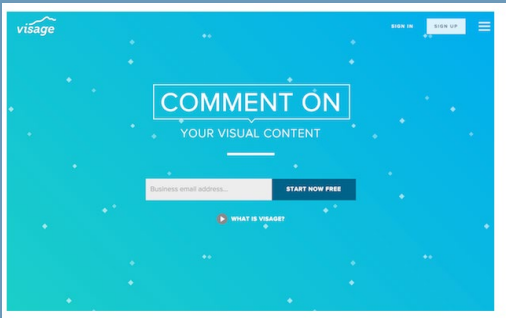
Find the right tools to help you get the job done

Real people are compelling. Spotlighting businesses and individuals reminds followers that your practice is part of a real community of people that are working hard together to make healthy eyes and vision a reality for everyone.



Work Smarter, Not Harder

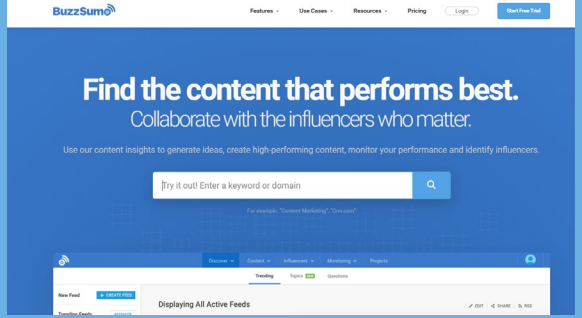
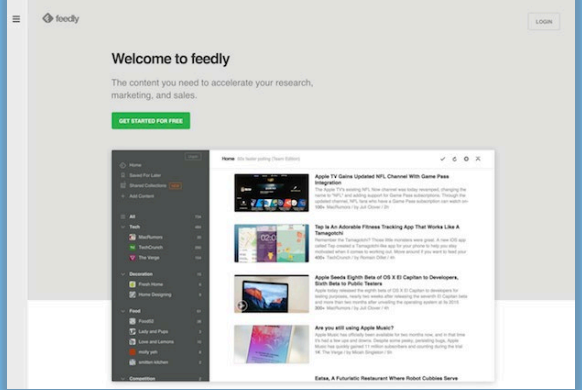
Graphics Tools



Posting/Analytics

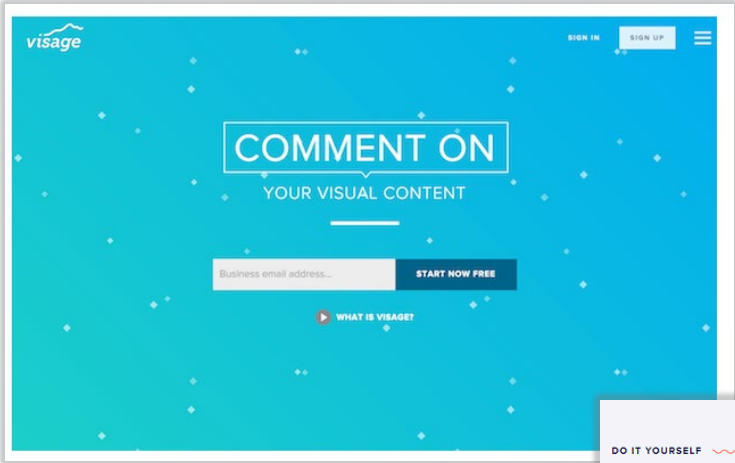


Finding Content

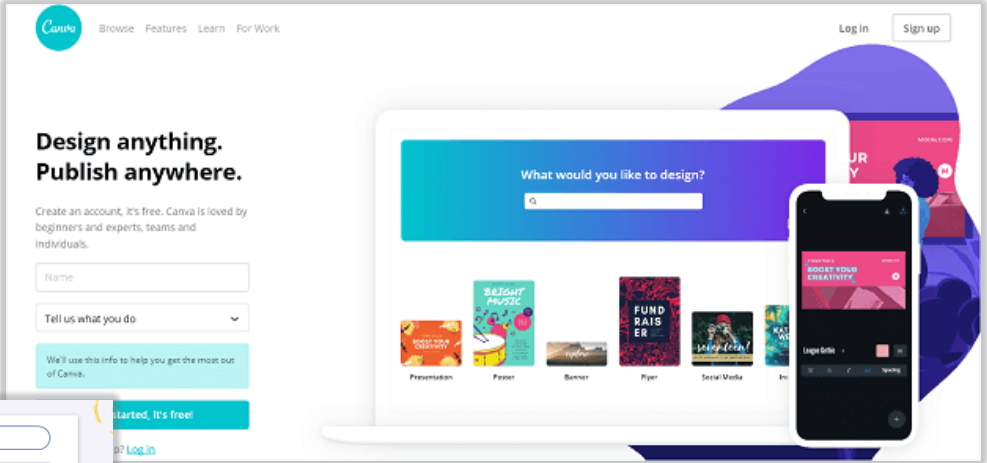


Work Smarter, Not Harder

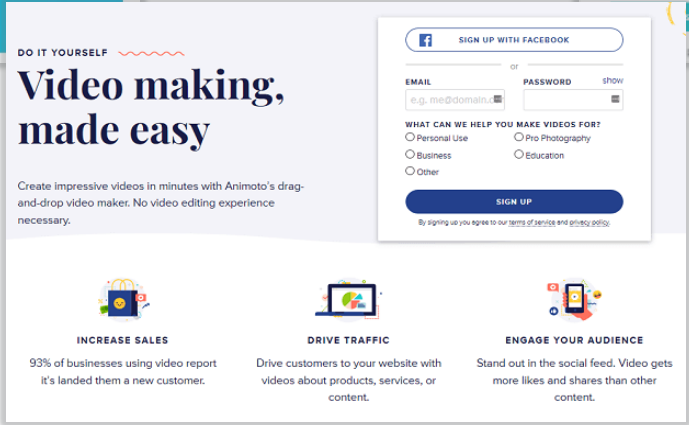
Graphics Tools



Visage



Canva



Animoto

Work Smarter, Not Harder

Posting/Analytics Tools



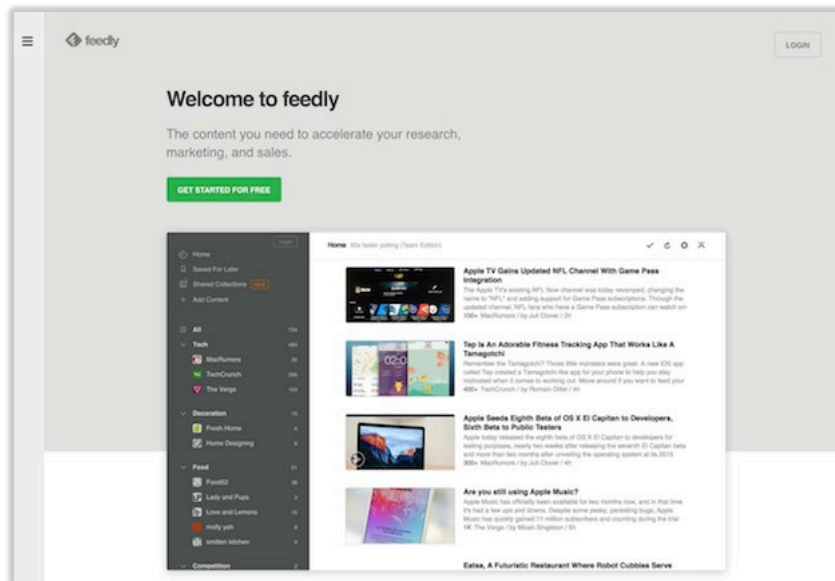
Buffer



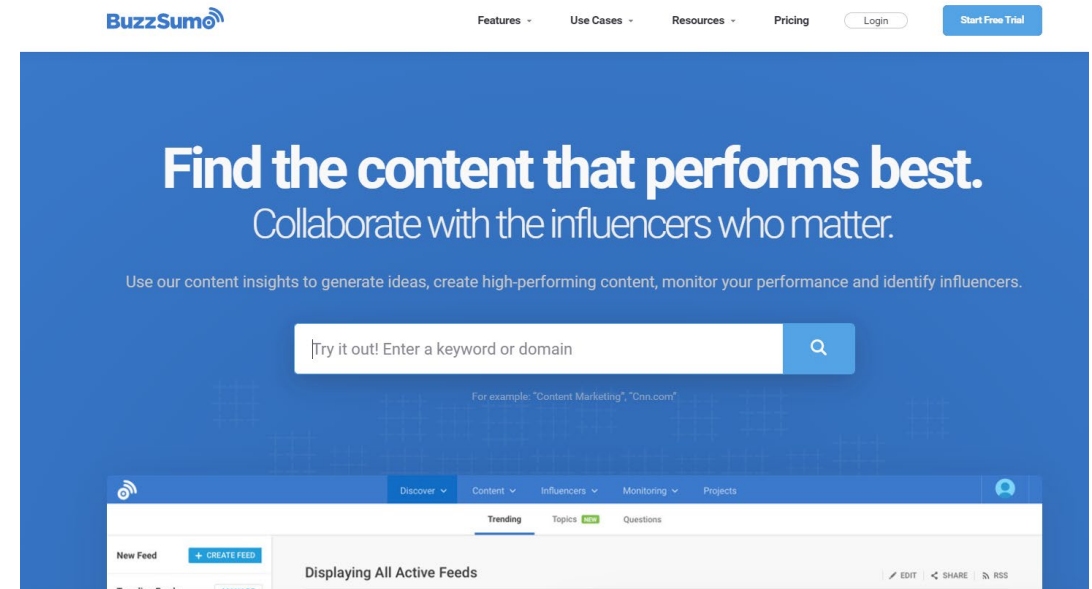
Hootsuite

Work Smarter, Not Harder

Finding Content



Feedly



BuzzSumo

Work Smarter, Not Harder



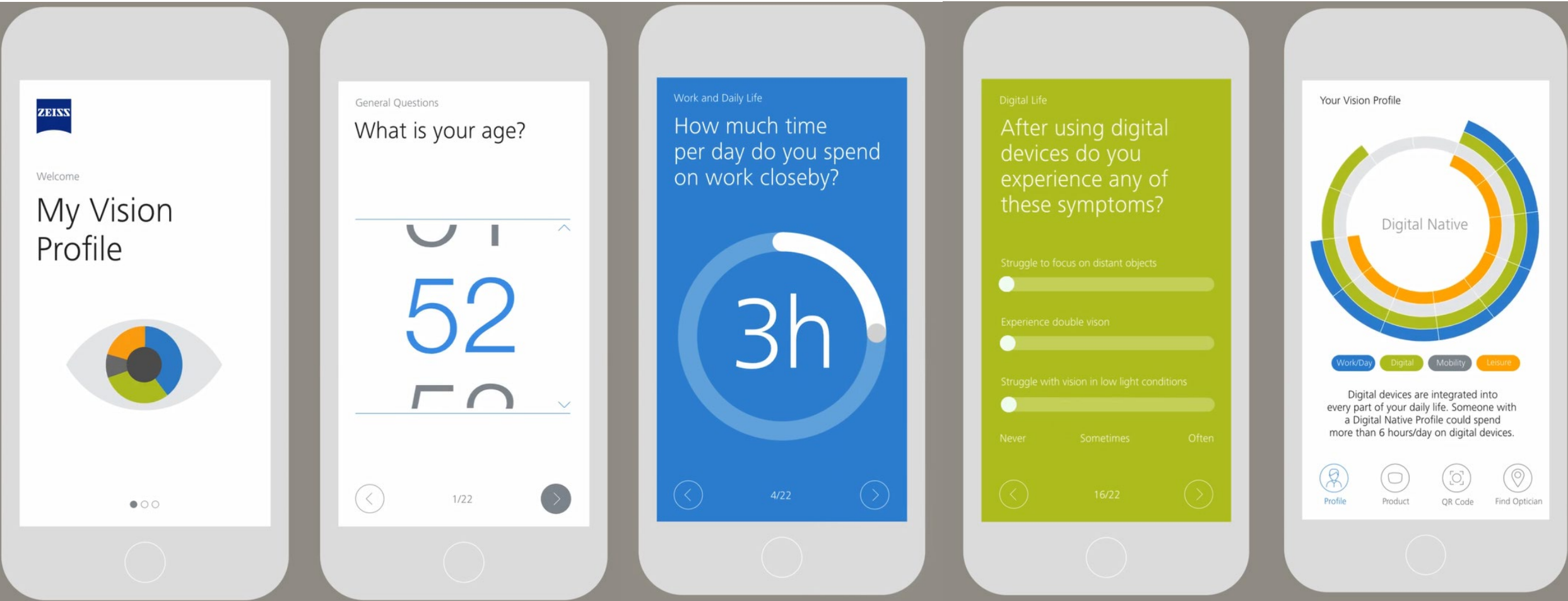
- Web & Social Content
- Photos & Videos
- Email/newsletter content
- Patient Facing Social Posts
- Patient Brochures
- CE course links
- ZEISS Logo

www.zeiss.com/ecpmarketing
Password: ZEISS400

Work Smarter, Not Harder



My Vision Profile



myvisionprofile.zeiss.com/

Work Smarter, Not Harder



My Vision Profile

Business Name

Business Tagline (optional)

Business Address/Location for map view
example street 2,
12345 example town

Business Email contact

Business Website (Please enter a url in the correct format: http://www.example.com)

[Create your customized embeddable code.](#)

Business Name
Business Tagline (optional)

My Vision Profile

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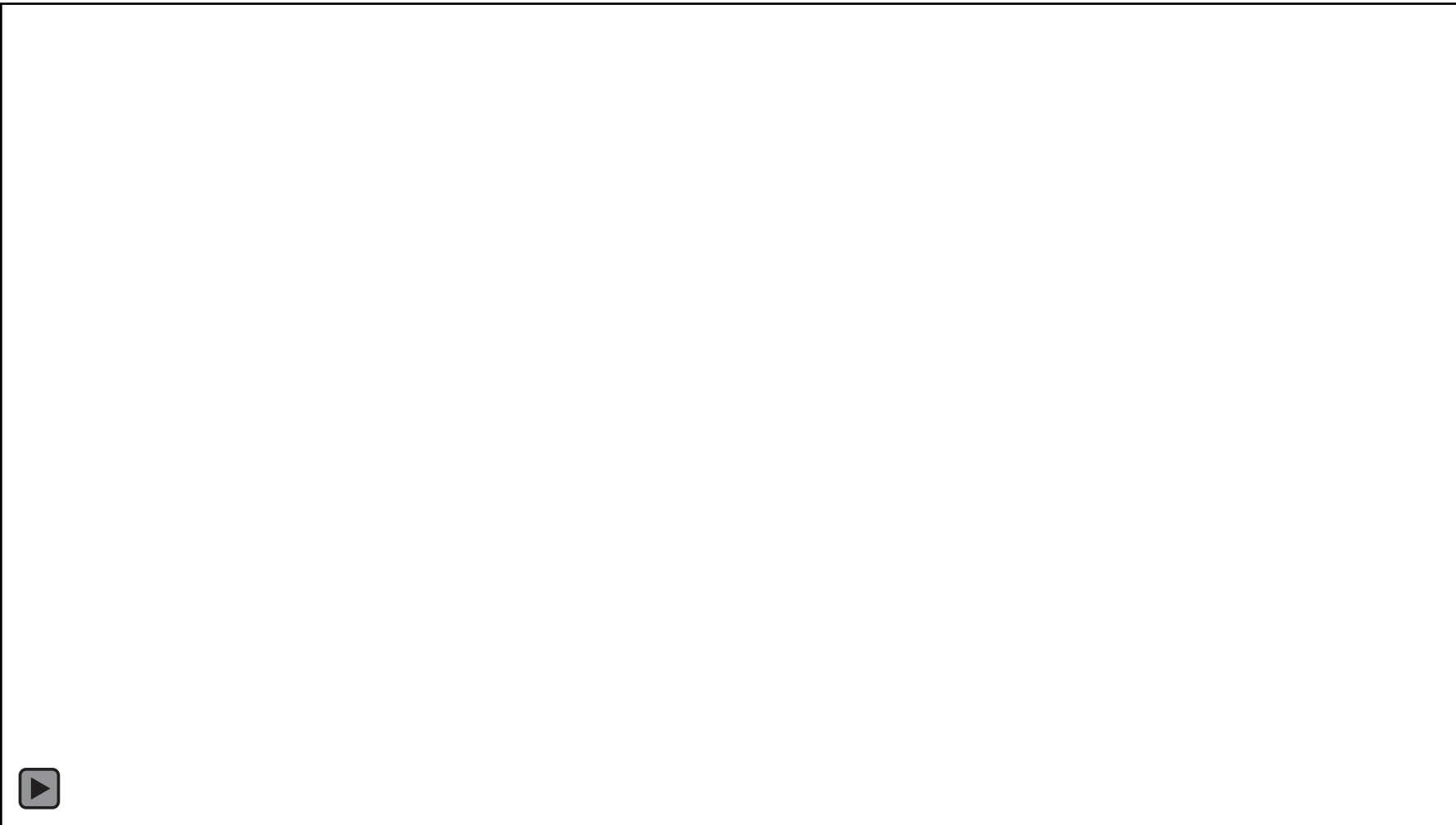
myvisionprofile.zeiss.com/optician-link-generator/en_us/form


The screenshot shows the website for Carmel Mountain Vision Care Optometry. At the top, there is a navigation bar with links for HOME, ABOUT US, NEW PATIENTS, SERVICES, ORDER CONTACT LENSES, and CONTACT. A phone number (858) 484-1500 is displayed in the top right. The main header features a photo of a family and the text "We Welcome New Patients" with a call to action. A sidebar on the right lists the business name, address (9220 Carmel Mountain Rd Ste E, San Diego, CA 92129), and hours of operation. Below the header is a navigation menu with buttons for Appointments, Reviews, and New Patients. The main content area displays a "Welcome To Carmel Mountain Vision Care Optometry" message, followed by a paragraph describing the services. A large eye graphic with colored segments is prominently displayed, which is the My Vision Profile embed. At the bottom, there is a "Take A Virtual Tour" section with a video player showing the interior of the optometry office.

Work Smarter, Not Harder



My Vision Profile




 **ZEISS Vision Care**
March 10 at 9:00 AM · 🌐

My Vision Profile by ZEISS will show you what challenges your eyes face in everyday life and which lens solutions from ZEISS can help you to overcome them.

Check your Vision Profile now.

www.zeiss.com/vision.../better-vision/my-vision-profile.html

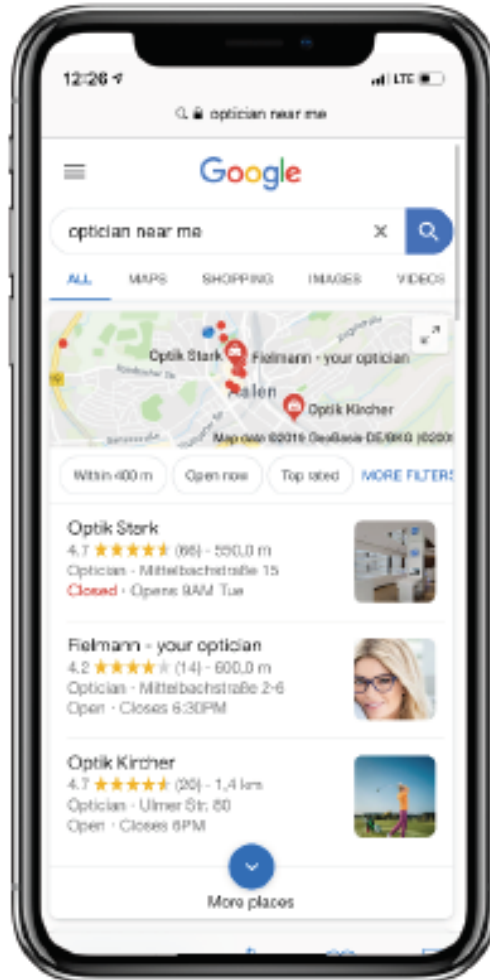


[HTTPS://MYVISIONPROFILE.ZEISS.COM/?LOCALE=EN_US&UT...](https://myvisionprofile.zeiss.com/?locale=en_us&ut...)
My Vision Profile [Learn More](#)

Work Smarter, Not Harder



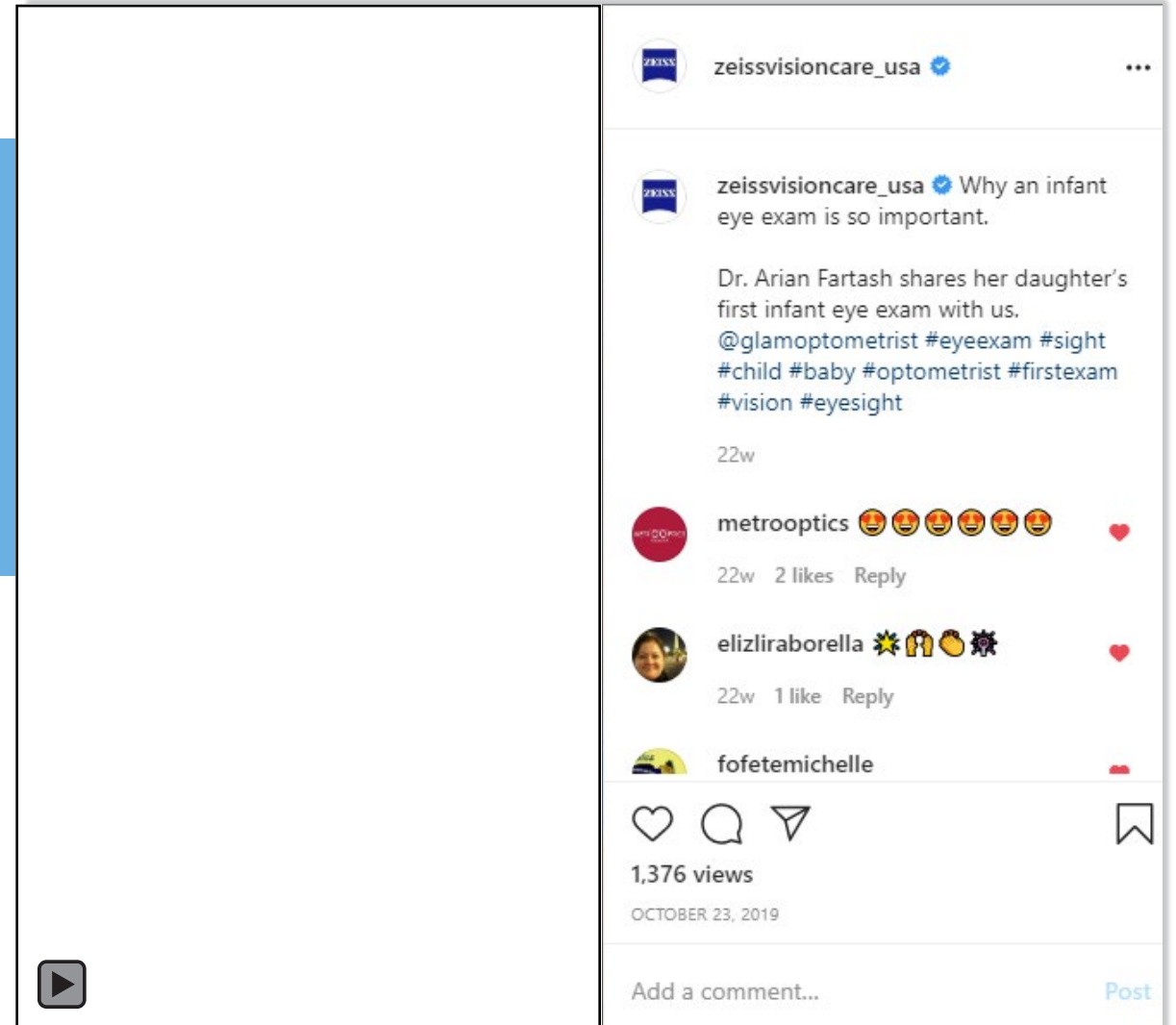
Google My Business



Be found on Google and
the ZEISS website.

Video vs. Imagery

What are you trying to accomplish with your visual content?



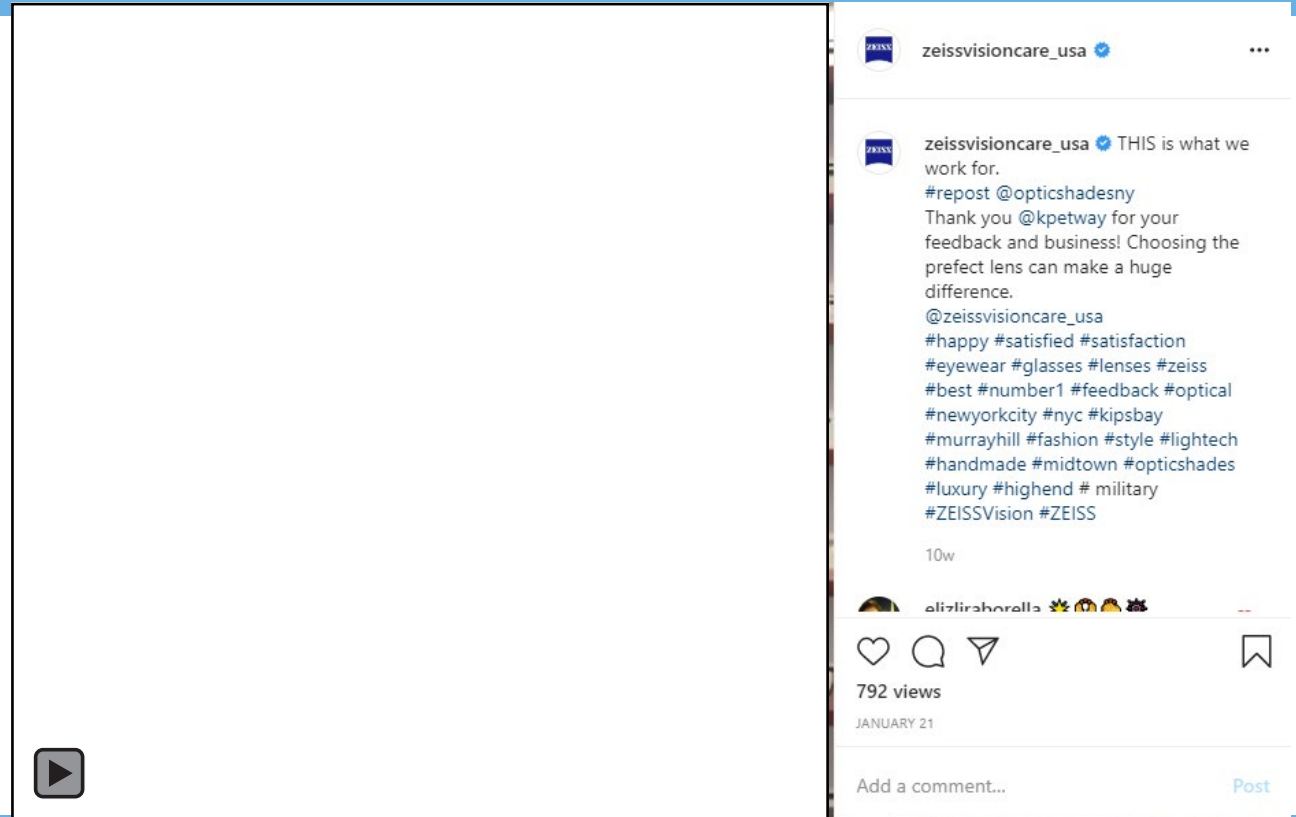
Video vs. Imagery

Visuals can craft compelling messages that speak volumes without a single word

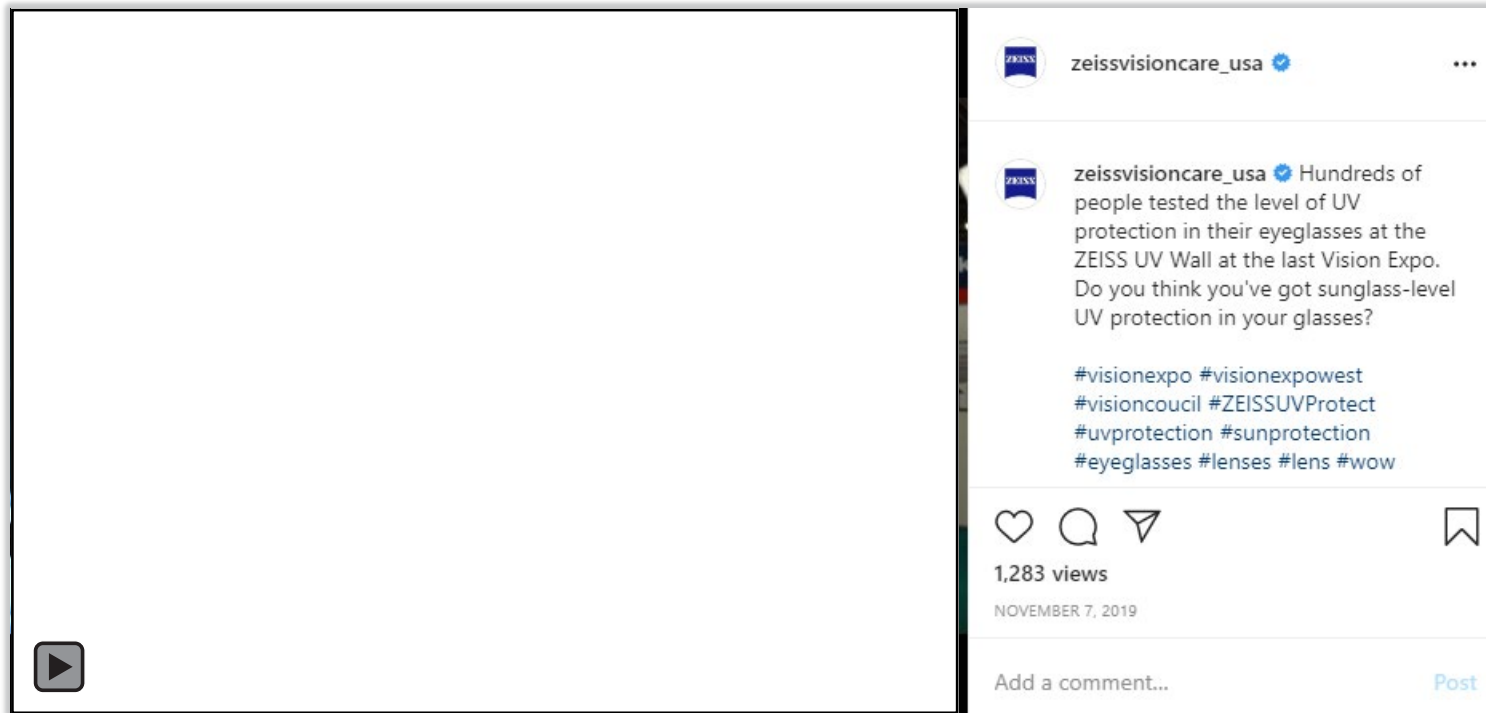
Give your imagery room to breathe

Don't be afraid to get emotional

Use generic stock images wisely



Establishing a Tone



1. Write like you talk
2. Think from a patient's perspective
3. Talk about what you know
4. Be consistent
5. Listen to your patients

Follow channels that you enjoy for inspiration. @Orcahealth @elysiumhealth @dr_oz

How to Write Compelling Headlines

- 1. Use numbers, and make them big. Create lists.**
 - “109 Ways to Grow your Social Following” will outperform “9 Ways to Grow your Social Following”
 - “50 Hilarious Memes about Optometrists”
- 2. How-to Posts – Teach People something useful.**
 - “How to insert contact lenses for the first time”
 - “How to properly apply makeup for eyeglass wearers”
- 3. Resource Posts**
 - “The Ultimate Guide to Your Best Vision”
- 4. Question Posts/Quiz/Survey**
 - “Did you know?”
 - “How long should an eye exam take?”
- 5. Heart-to-Heart Posts**
 - “20 things you don’t know about me”



Call to Action

What is your business goal?

Book an Appointment Now

Contact Us

Learn More

Watch Now

Shop Now



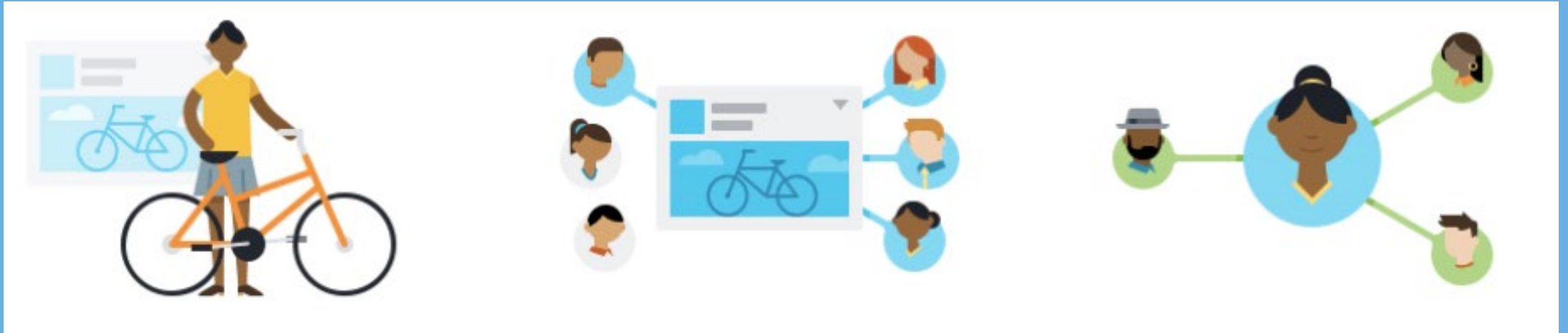
Is how often you post important?
...Consistently post quality content



Facebook Advertising



Facebook Pixel

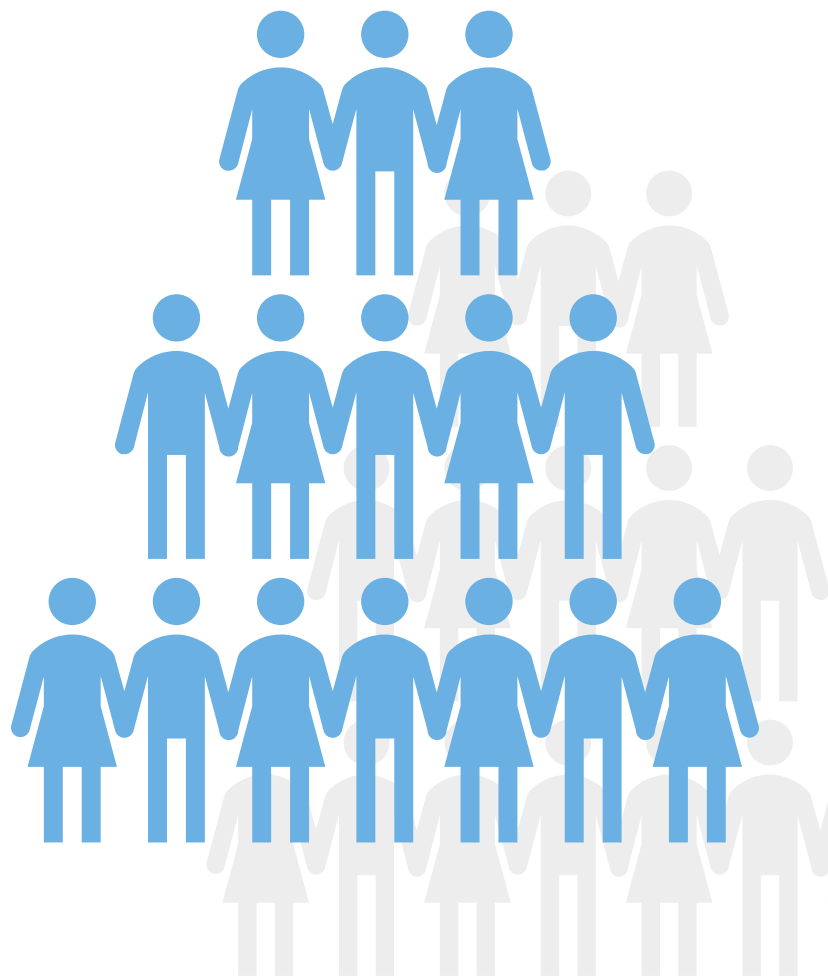


Track Website Activities

Improve ROI

Reach New & Existing Customers

Boosted Posts



le saw this post Boost Post

Reach more people by boosting your post
[Learn More](#)

Audience People who like your Page and their friends [?]
 People you choose through targeting [?]

Location Countries
United States United Kingdom

Age 30 - 55

Gender All Men Women

Interests
Small business
Small Business Saturday
Small Business Administration
+ Cyber Monday + Black Friday (shopping)
+ Electronic business + Home business
+ Business networking

Maximum Budget \$1,000

Est. People Reached 37,000 - 98,000 of 2,100,000
Your budget and targeting determine how many people your post will reach.

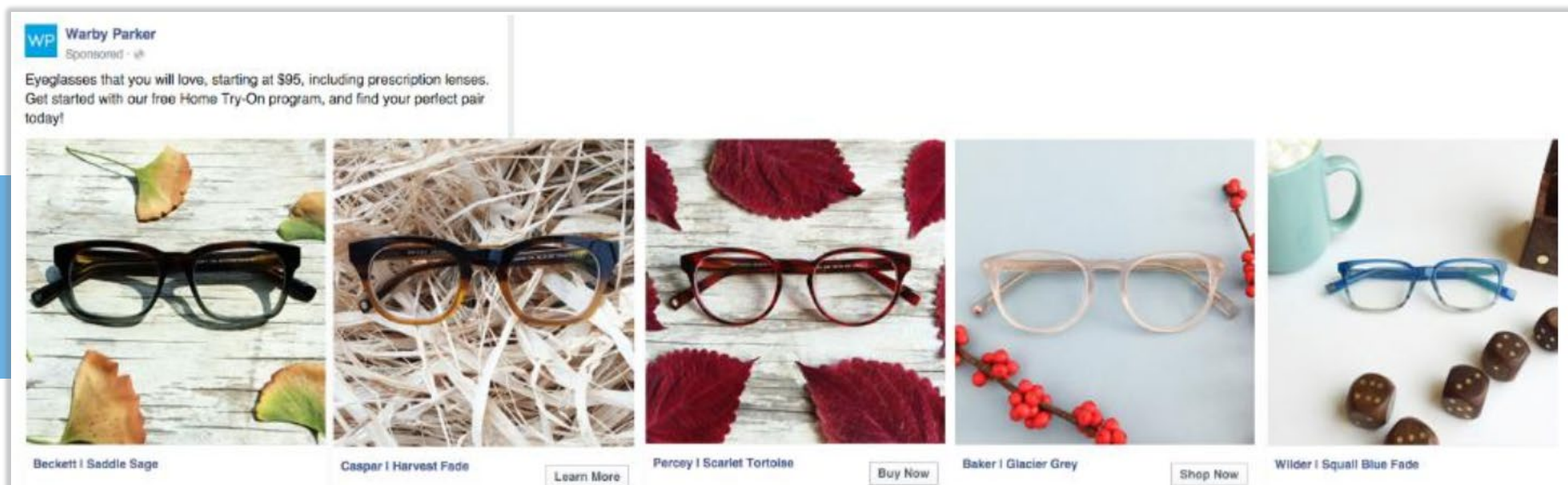
[More Options](#)

Cancel Boost Post

Make up for declining organic reach
Reach a wider, targeted audience

Facebook Ads

1. Placement
2. Objectives
3. Images, Carousel Ads, Video
4. Advanced Targeting



Emerging Trends for 2020

- **Focus on building meaningful connections**
- **More advanced, dynamic and direct social ads- “Social Selling”**
- **Stories & video content**



Reviews

Home

Reviews

Photos

Videos

Posts

About


Community

Req Appt

4.1

4.1 out of 5 ⓘ

Based on the opinion of 55 people



Ratings and reviews have changed

Now it's easier to find great businesses with recommendations

[Learn More](#)

 **Pritchett Eye Care Associates**

January 16 · 🌐

Have you visited our office before? Add a review on Google or Yelp to help us improve your experience! We look forward to seeing you again soon.

<https://bit.ly/2j5ifCz>



 **Pritchett Eye Care Associates**

January 9 · 🌐

We love hearing what our customers have to say about their experience with us! Let us know how your visit went by contacting us here: <https://bit.ly/2j5ifCz>

"Great doctors and wonderful caring staff. Myself and my entire family love Pritchett Eye Care!"

STACY B.



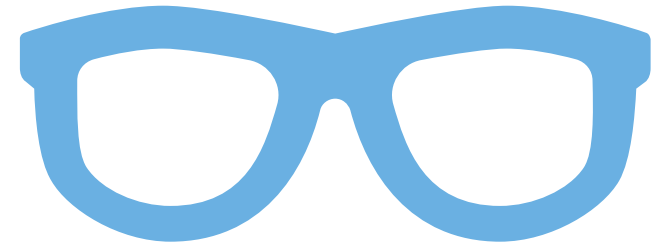
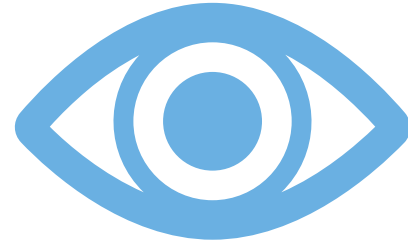
👍 2

[Like](#) [Comment](#) [Share](#)

[Comment](#) [Share](#)

Questions?

- 
- 1 Platforms/Demographics
 - 2 Video vs. Imagery
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The background of the slide is an aerial photograph of a public square. The ground is paved with light-colored tiles and features a prominent geometric pattern of dark lines that form a series of interconnected triangles and polygons. Numerous people are scattered throughout the square, some walking, some standing in groups, and some pushing strollers. The overall scene is bright and open.

THANKS

Maureen.Hanna@zeiss.com
Sara.Cecchini@zeiss.com

ZEISS upcoming webinars



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Telemedicine: Adapting to the new world we live in

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<https://zeiss.com/webinars>



Seeing beyond