

# MEMORANDUM

from the Contract Marketing Manager and Business Strategist

December 15, 2015

Provided below are the marketing objectives for the 1st Quarter (January, February and March):

## Objective 1: Strengthen Patient Awareness and Experience while in Office

### Marketing Tactics

- Replace some signage in store with education posters. Use posters to educate your patients. Reminder: education builds trust and trust generates awesome sales / loyalty
- Share the spectacular customer service plan with your team. Try to find a goal each week to challenge each patient coordinator and optician to implement. For example, challenge your team to use the 10 and 5 rule for a week. Discuss with staff person how the use of the rule improved or impacted the work day
- Launch the referral and loyalty program in all offices by February 1st

## Objective 2: Create a Phrase for Visual Eyes' Shirts

- Visual Eyes is collecting really catchy statements to describe the optical/optometry industry for tee shirts. We will provide these shirts to people during our outreach efforts. Submissions are encouraged by everyone. The best three submissions will win a \$50 gift card, naming rights, acknowledgement on social media and the first printed shirt. **DEADLINE IS FEBRUARY 2ND.**

Catchy phrases, so far

Seeing is believing  
 Eyewear is the best accessory  
 Give your #selfie a makeover  
 My #selfie makeover occurred @VisualEyes4u  
 I was corrected @VisualEyes4U [laser vision]  
 You'll love being corrected [laser vision]  
 A camera is the save button for a mind's eye - roger kingston  
 Illusion artwork  
 The New Chic Accessory  
 I've Got Specs Appeal  
 Get Your Geek On @visualeyes4u!  
 Luxury is a Right!



## Objective 3: Remain TOP OF MIND with Current and Potential New Patients

### JANUARY

Our theme for the month is Glaucoma and Red Carpet Optical Sale

### Marketing Tactics

- 1st Quarter email to patients to welcome new doctors, fitting box, referrals, free screening, announce the Red Carpet Optical sale, and eye health education by January 15th
- Officemate Sources improved! We have added new sources in Officemate. Please ask your new patient how he/she learned about Visual Eyes
- PCP - Primary Care Physician outreach every third week of the month (phone or in-person)
- Free eye screening at all offices until March 31, 2016
- EDDM postcards mailed to homes near Silver Spring and Frederick by 1/30/16
- Community event: Silver Spring @ Wheaton Westfield Mall (1/17/16) 11am - 3pm
- Signage in office for Glaucoma and Red Carpet Optical. Deadline (1/15/16)
- Eye exam signage for the metal holders for all stores
- Beltway Mall Plaza social media, outdoor marquee and e-newsletter for \$69 frames
- Tray card theme: thank you

## SPECIALS

- LivingSocial: \$49 for one eye exam and \$200 credit Toward Complete Pair of Designer Eyeglasses. Only Clinton, Frederick, Greenbelt, Hyattsville, and Silver Spring. Must be new patients. Limited 1 per person. Appointment required. Not valid with insurance. Credit is for designer frames only and can not be applied to Red Carpet or \$69 frames. Deadline 3/31/16
- EDDM postcards to homes near Silver Spring and Frederick locations - \$25 off contacts and \$75 off eyeglasses. Deadline 3/31/16

## FEBRUARY

### Our theme for the month is Age-related Macular Degeneration

## Marketing Tactics

- Free eye screening at all offices until March 31, 2016. PCP offices will receive flyers and an in-office promotional kit to share with patients for Healthy Eye Month in March
- PCP - Primary Care Physician outreach every third week of the month. Deliver to your offices the March Health Eye kits to managers willing to participate. The kit includes: Visual Eyes branded sunglasses, balloons, snacks, vision screening cards, pencils, posters and other education materials. [the marketing team will be available to assist]
- Signage in office for AMD and Red Carpet Optical
- Marketing will discuss trunk show plan with OA of each office by 2/28/16.
- Community event: Greenbelt with Doctor's Community Hospital outreach (entire month)
- Tray card theme: Thank you / Healthy Eyes

## SPECIALS

- LivingSocial: \$49 for one eye exam and \$200 credit Toward Complete Pair of Designer Eyeglasses. Only Clinton, Frederick, Greenbelt, Hyattsville, and Silver Spring. Must be new patients. Limited 1 per person. Appointment required. Not valid with insurance. Credit is for designer frames only and can not be applied to Red Carpet or \$69 frames. Deadline 3/31/16
- EDDM postcards to homes near Silver Spring and Frederick locations - \$25 off contacts and \$75 off eyeglasses. Deadline 3/31/16

## MARCH

### Our theme for the month is Save Your Vision (Healthy Eye Month) and Computer Vision

#### Marketing Tactics

- 40 plus education EDDM mailer to homes near Visual Eyes offices
- PCP - Primary Care Physician outreach every third week of the month. Check in with offices providing the in-office promotion for healthy eye month to make sure they have everything they need. The kit includes: Visual Eyes branded sunglasses, balloons, snacks, vision screening cards, pencils, posters and other education materials.
- Postcards for trunk show to patients
- Free eye screening at all offices until March 31, 2016
- Signage in office for Computer Vision
- Spruce up your office with spring decor
- Order materials from TearLab to share with patients during April
- Community events: Spring into health @Discovery in Silver Spring
- Tray card theme: Healthy Eyes

#### SPECIALS

- LivingSocial: \$49 for one eye exam and \$200 credit Toward Complete Pair of Designer Eyeglasses. Only Clinton, Frederick, Greenbelt, Hyattsville, and Silver Spring. Must be new patients. Limited 1 per person. Appointment required. Not valid with insurance. Credit is for designer frames only and can not be applied to Red Carpet or \$69 frames. Deadline 3/31/16
- EDDM Postcards to homes near Silver Spring and Frederick locations - \$25 off contacts and \$75 off eyeglasses. Deadline 3/31/16

## APRIL

(start of 2nd Quarter and pending new marketing associate approval)

### Our theme for the month is Dry Eye, Women's Eye Health and Safety and Trunk Show

#### Marketing Tactics

- Email to patients announcing the trunk show by April 5th
- 2nd Quarter Email to patients to announce the Trunk Show, spectacular customer service plan and TearLab and special thank you letter from the owner, Dr. Nnabue by April 15th
- Visual Eye tee shirts provided at each office
- PCP - Primary Care Physician outreach every third week of the month
- Free eye screening at Greenbelt, Frederick and Silver Spring ONLY
- Signage in office for Dry Eye and Trunk Show
- Spruce up your office with spring decor
- Tray card theme: TearLab / Dry Eyes

#### SPECIALS - Pending

*Thanks a bunch for everything. We need you to make all of this possible!*

**Justina Shaw**

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