



Email Marketing for Eye Care Providers

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NOTES OUTLINE



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The Money is *Still* in the List!

No matter what you read or hear, statistics prove over and over that most online sales are made from email marketing. For us, the sale is actually made on the phone or through our software during the appointment-making process. But, marketing *before* the sale often comes from our list, even for a local eye care practice!

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NO MATTER WHAT ANYONE
ELSE SAYS!





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HIPAA, BAA, & PHI... *oh my!*

Make sure you are compliant and are using software that's not only HIPAA compliant, but whose company will enter into a BAA with you. Check out the accompanying blog post in the CH notes category link above for more information.

THE BORING LEGAL STUFF!



DO YOU KNOW WHAT YOUR
PATIENTS ARE STRUGGLING
WITH AND HOW TO SPEAK
TO THEM ABOUT THEIR
PAINS AND PROBLEMS?

Ideal Patient Journey

Understanding them so *well*, they
think you're reading their mind!

When you can achieve this, you'll
attract more ideal patients.



Awareness Level

How well do the people you're marketing to know:

You, the problems you solve, the solutions available to them, and the exact products and services you provide that can help them?





A WARM WELCOME

A Sample Email

I've included a sample welcome email in the blog post. Click the CH notes link for the article..



Welcome Back!

REACTIVATING YOUR INACTIVE PATIENTS

DO SOME RESEARCH

Find out why they left...

HAVE A PLAN

Strategize with your staff on how to communicate with your inactive patients...

EDUCATE

Let them know what's new with your practice and what benefits returning would bring them...



The Moderators



DR. SANDI EVELETH

Eye Care Practice Consultant

The Moderators



DR. DARRYL GLOVER, JR.

Your Favorite Optometrist

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TOPICS

All-things marketing, online and offline

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SOMETHING TO THINK ABOUT



“People don't care how much you know... until they know how much you care.”

THEODORE ROOSEVELT

