



A person's hands are shown typing on a laptop keyboard. In the background, a tablet displays the text "VIDEO MARKETING" and an icon of a video player inside an envelope. The scene is set on a wooden desk with a cup of coffee and a small potted plant.

VIDEO
MARKETING

VIDEO MARKETING STRATEGIES TO ATTRACT MORE PATIENTS

Discover how to attract more specialty patients with video marketing strategies



8 STEPS TO SUCCESS

Shoot, Organize, Edit, Transcribe, Promote...

Dr. Sandi Eveleth

EYECARE PRACTICE CONSULTANT

1

SHOOT VIDEOS IN BATCHES



Spend 3 to 5 hours
shooting 1 to
4-minute videos...



2

UPLOAD TO TRANSCRIBE

Upload your videos as 1 long
file to a site like Rev.com to
have them transcribed...

DrSandiEveleth.com/CHnotes



3

ORGANIZE YOUR VIDEOS AND GRAPHICS



4

EDIT YOUR VIDEOS AND TRANSCRIPTS

DrSandiEveleth.com/CHnotes



Download your video and transcript file and edit them into the 1 to 4-minute videos





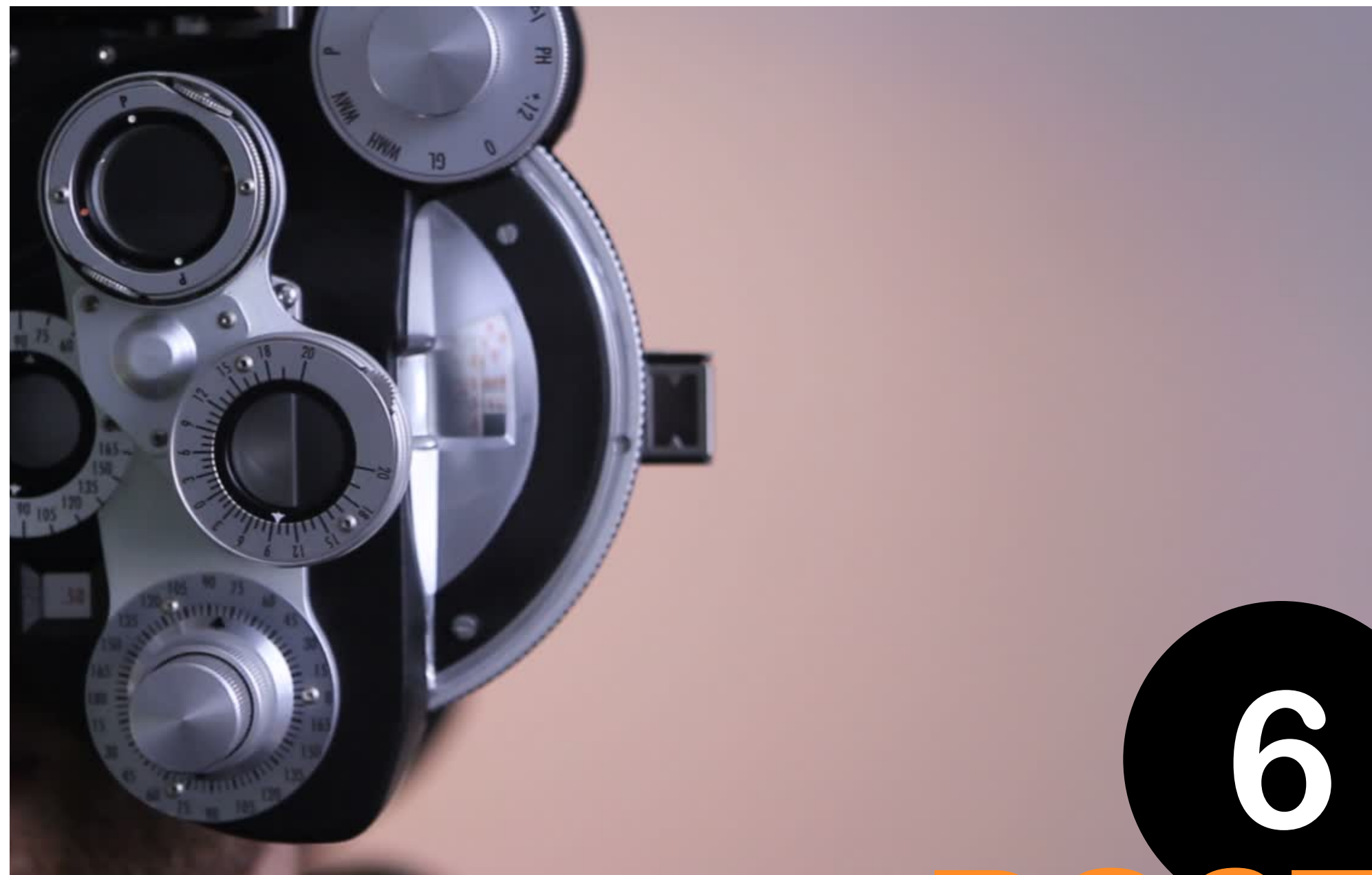
5

CREATE GRAPHICS





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6

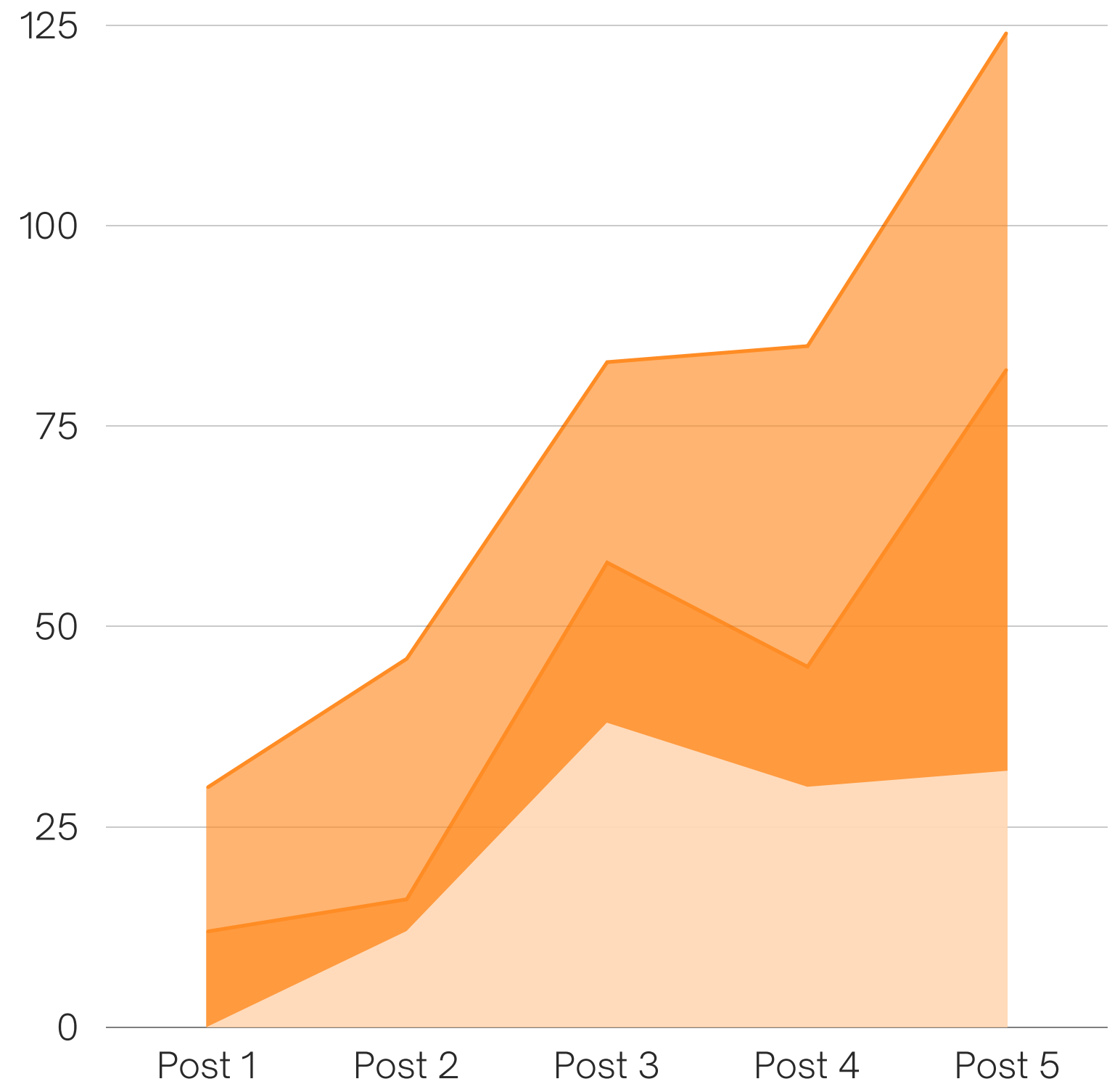
POST

To ALL your social media



EVALUATE YOUR ENGAGEMENT

Repurpose the posts that get the most engagement





8

**CREATE
MEMES TO
REPURPOSE**

**AWESOME
CONTENT**

DR. SANDI EVELETH

DrSandiEveleth.com/BookDrSandi

Contact me if you...

Need help with a digital marketing issue?

Want advice on the best video editing software?

Want to know how to set up live streaming to educate patients?

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A professional camera on a tripod is shown from a rear-quarter perspective. The camera's LCD screen is flipped out and displays a photograph of a smiling woman with dark hair, who is holding a smartphone. The camera is black and has various controls and a microphone on top. The background is dark and out of focus.

“Humans are incredibly visual and powerful, moving images help us find meaning... [and] video helps capture and contextualize the world around us.”

— Dan Patterson

I LEARNED THIS METHOD FROM...

Peng Joon - A Brilliant Marketer