

Q3
2023



Back-To-School Marketing Playbook

Marketing tips and
tools to enhance your
practice's success.



marketing
support



My Marketing Team Is Now VSP Premier Edge Marketing Support!

In case you missed it!

TURNKEY MARKETING CAMPAIGNS AND RESOURCES TO GROW YOUR PRACTICE

Attracting and retaining patients can be overwhelming—from planning social media content to delivering an exceptional patient experience and getting that five-star rating online.

That's where **VSP Premier Edge™ Marketing Support** comes in. An exclusive benefit for practices participating in VSP Premier Edge, we're here to support you with marketing tips and resources that will set you up for future success.

Back-to-school season is one of the best times to promote the importance of eye exams, find the right frames and lenses, and discover new ways to attract more patients and deliver the best patient experience. Let's jump in!

Contents

- 1** **Ace Back-To-School Marketing with Downloadable Campaigns**
- 2** **Here's Your Back-To-School Marketing Checklist —Keep It Simple!**
- 3** **Quick Wins! Four Easy Ways to Increase Your Profits**





FREE BACK-TO-SCHOOL GRAPHICS
AND EMAIL TEMPLATE

[DOWNLOAD HERE](#)

Back-to-school season is the perfect time to share the importance of eye health with your patients so they can beat the rush when the school year starts. Access the latest marketing campaign materials, promotions from top brands, and social media graphics!

Promote Top Brands

Discover additional back-to-school marketing content and resources from Premier Edge partners:



Download back-to-school social media graphics from ZEISS [here](#).



Explore back-to-school graphics from Westgroup [here](#).



Find back-to-school graphics from B+L [here](#).



EYEWEAR RESOURCES AND PROMOTIONS

Explore the latest styles from 30+ frame brands and view current brand promotions to save on eyewear!

Bookmark the Marchon and Altair eyewear resources page [here](#).



Free Back-To-School Social Media Graphics



Recommended social media caption: *As we begin to look back on amazing summer memories, back-to-school planning is in high gear! It is the perfect time to schedule eye exams for your kiddos. Healthy vision is a priceless tool that every child needs to start their school year strong. Set them up for success for the rest of the year!*
#backtoschool #eyehealth #kidseyeexams #practicename

[ACCESS SOCIAL GRAPHICS](#)





Help your patients ace another school year by educating them on the importance of eye health. Here are some simple ideas to get you started:

Back-To-School Marketing Checklist

Does your practice marketing make the grade?

- Share "Five Reasons to Schedule an Eye Exam for Back-To-School" as an in-office flyer, poster, or social media infographic! [Download here](#).
- Share a photo of new junior frame arrivals on [Facebook](#) or [Instagram](#)!
- Share posts from VSP® Vision Care's Instagram or Facebook on your own social channels!
- Post a TikTok or Instagram reel about the importance of eye exams for kids. [Learn how](#).
- Host a fun and engaging back-to-school giveaway. [Find out how](#).
- Share a limited-time promotion on junior frames.
- [Watch this two-minute video](#) for back-to-school marketing tips!

Add up your score!

Score =

Did you score at least five? Congrats!
Email us at premieredgemarketing@vsp.com for a special surprise!



Avoid the Blue Light Blues

Eye exams are a great time to educate parents and their children about the benefits of **TechShield® Blue** light lens coating. Many schools now use computers and tablets in their day-to-day curriculum, which may contribute to digital eyestrain. More screen time means more exposure to the blue light emitted from digital devices.



[DOWNLOAD BLUE LIGHT GRAPHICS](#)

Find an A+ Fit

Fit is essential for any child's glasses. Children who are uncomfortable with the fit and style of the frames may go out of their way to avoid wearing them. Use social media or in-practice signage to highlight the importance of having light, comfortable, and durable frames for children!

VIDEO SPOTLIGHT

Want to learn more about back-to-school marketing from an expert? Watch our latest My Marketing Minute video "Ace the New School Year with These Marketing Tips!"



Five Reasons to Schedule an Eye Exam for Back-To-School

vsp.
vision care

1 Undiagnosed Vision Issues Can Impact Learning

As much as **80%** of a child's learning is visual¹

1 in 4 school-aged children has an undiagnosed vision problem²

2 Kids Need an Eye Exam Now More than Ever

95% of parents noticed their **kids' screen time increase** due to social distancing guidelines³

64% reported screen time **increased by 30-50%**³

3 Signs of Vision Issues



- Sitting too close to TV
- Holding reading material close to eyes
- Frequently rub eyes, squint, or blink
- Academic performance below potential

4 Health Benefits of an Annual Eye Exam



- Checks for health of the eyes and eye diseases
- Early detection of signs of diabetes and other chronic conditions
- Creates a baseline for changes in vision
- Checks for mobility and eye coordination

5 Vision Screening vs. Eye Exam



Vision Screening

- Clear Vision

Eye Exam

- Clear Vision
- Signs of Chronic Disease
- Color Vision
- Eyes Working Together
- Eye Health



3 out of 4 parents say they get regular eye exams, but only half take their kids yearly.⁴

Visit [vsp.com](https://www.vsp.com) to find an eye doctor near you.

1. AOA, 2. Prevent Blindness, 3. JAMA Network, 4. Vision Care survey

SHARE THE INFOGRAPHIC

Share this infographic with your patients! Print it out to hang as a poster in your office or pass out as flyers to patients. You can also send it out via email or share on your social media channels!



Promote Stylish Self-Expression

Share new eyewear that young patients will be excited to show off on their first day of school. Create a fun back-to-school-themed display at the front of your practice highlighting trending frame brands and styles fashionable frames that pop.



Accessor-eyes your youth patients in style! Your practice can earn rewards from a variety of Marchon and Altair youth brands with a qualifying purchase until August 31, 2023.

Extra credit: You can receive additional rewards if you add three or more of these brands to your back-to-school list by July 31, 2023. Building an inventory of youth frames now provides stylish options for your patients year-round.

Contact a Marchon or Altair Sales Representative to place your order today!





Here are four ideas to promote valuable VSP member offers at every step of the patient journey during back-to-school season.

Send appointment reminders via text or email prior to their appointment and ask if they will confirm. Consider promoting exclusive offers for back-to-school like Extra \$40 as part of the reminder!

Educate patients throughout the in-office experience, from the waiting room to the exam and dispensary. Share the importance of annual eye exams before the school year starts, and the customized solutions you're offering them.

Share the Premier Edge Promise via text or email. The Premier Edge Promise offers your VSP patients a worry-free eyewear guarantee. If their glasses break, their prescription changes, or they don't love the glasses they chose, VSP will replace them at no expense to your practice.

Follow up! Text or call patients once they receive their glasses to ensure they fit well.

[CLICK HERE TO GET MORE MARKETING TIPS, AND READY-TO-USE RESOURCES FOR YOUR PRACTICE](#)



Here's What to Do Next:

1. Download all the content provided and try out these ideas. Missed the last playbook? **Check it out** for even more marketing resources.
2. Catch up on the latest **My Marketing Minute videos**. A few minutes can save valuable time when it comes to marketing your practice. And you might even enjoy it!
3. Let us know what is most helpful! **Reach out** if you have any questions or need help using these materials, or to ask about additional marketing tools available through Premier Edge Marketing Support.



EXPLORE THE LATEST MARKETING CAMPAIGNS



Danae



Amber



Jen

Thanks for reading! Keep in touch and partner with us by emailing premieredgemarketing@vsp.com.

—Your marketing partners at Premier Edge Marketing Support



GET ON-DEMAND MARKETING SUPPORT

Looking for more personalized and convenient marketing help? Complete the **Premier Edge Marketing Virtual Assessment** to receive tools, resources, and eLearning courses based on your responses.



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