

Q2

2024



Marketing Playbook

**Marketing resources to attract
and retain patients.**



marketing
support



**BUILD YOUR
BUSINESS**

**MANAGE
YOUR
PRACTICE**



**OUTFIT
YOUR
PATIENTS**



How Your Practice Can Shine Online

Whether you'd like to **build your business** by adding new patients, **manage your practice** with effective marketing to all patients, or **outfit your patients** by promoting quality eyewear and lenses they want and need, VSP Premier Edge™ Marketing Support is your partner to help you meet your goals.

With bright sunny skies ahead, this Q2 Marketing Playbook has you covered on all topics, from sunwear to sun protection and beyond, providing you with the latest campaigns and resources available!



BUILD YOUR BUSINESS

by attracting new patients

Here are the top recommendations to attract new patients, engage current patients, and keep your practice thriving.

Q2 UV Safety/ Sunwear

APRIL	MAY	JUNE
Women's Eye Health Safety	Stroke Awareness	Cataracts Awareness

New Social Media Content for April, May, and June

Use the new [Social Media Support page](#) to keep your social media fresh year-round. Easy-to-follow tutorials ensure you've mastered the basics, and a variety of pre-made posts and images make it easy to promote your practice 24/7.



National Sunglasses Day—Sunwear and Sun Aware

June 27th is National Sunglasses Day! With sunnier days, eye health and eye protection are crucial, and your patients rely on you to help them play it safe in the sunshine. Of course, it's also an opportunity to promote the latest sunglasses available at your practice.

Promote fashionable sunwear with these [social media posts](#) and engage your patients with [customizable email templates](#).



MANAGE YOUR PRACTICE

increase patient loyalty by
elevating their experience

Educate your patients by sharing important facts about eye protection and sunwear solutions. Here are a few ideas to get you started.



Tips and Resources to Increase Sun Sales

While you can educate your patients on the importance of sunwear year-round, it's especially timely now. Visit the [Sunwear Marketing Resource Page](#) to find simple tips to best display and promote sunglass purchases in your practice.



Promoting Lens Enhancements

Eyewear is an investment. Differentiate your practice as a trusted resource for patients by helping them create the ideal pair of glasses to match their lifestyle with TechShield® Anti-Reflective (AR) Coatings and SunSync® Light-Reactive lenses. Check out helpful dispensing tips and product information from the [SunSync Resources page](#) and the [TechShield Resources page](#) to support your recommendation with patient-friendly language.



OUTFIT YOUR PATIENTS

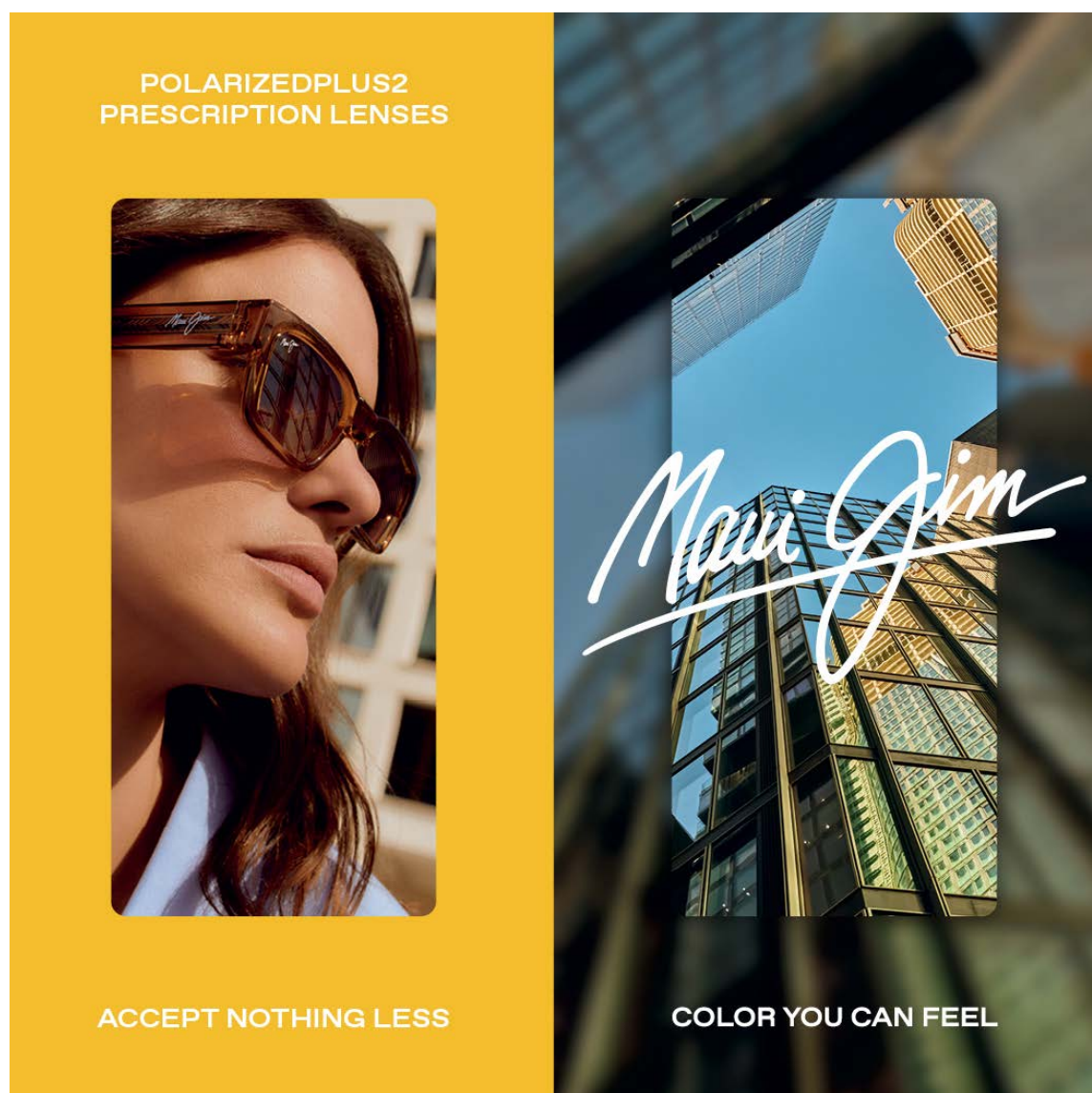
and provide the value and
selection your patients crave

Looking to update your practice with the latest and greatest frame and lens selections? Or perhaps you want to ensure that your patients are getting the best value? Here are some resources to get you moving in the right direction.



New Extra \$40 Frame Promotion Running April 1 – July 31

There's a new Extra \$40 campaign! Inform your VSP® patients about the extra \$40 they can save by choosing select frame brands Calvin Klein, Calvin Klein Jeans, Draper James, Flexon, and Lacoste. The new Extra \$40 promotion begins on April 1, 2024, and runs through July 31, 2024. Download social media posts and email templates or request table tents on the [Extra \\$40 Marketing Resource page](#).



Marketing the Maui Jim VSP Member Rebate

Say “Aloha” to opportunities for profitability and patient satisfaction with Maui Jim Prescription Sunglasses. Now through June 30, 2024, your VSP patients who purchase a complete pair of Maui Jim Prescription Sunglasses qualify for up to a \$50 rebate! Market this new offer to your VSP patients with [these promotional resources](#).

Let's Recap

1 BUILD YOUR BUSINESS

Download the Q2 eye health and wellness content and post on your channels using the Premier Edge **Social Media Calendar**.

2 MANAGE YOUR PRACTICE

Get tips and **downloadable resources** to promote sunwear to your patients.

3 OUTFIT YOUR PATIENTS

Now is the time to share the latest **Extra \$40 promotion**, as well as the new **Maui Jim rebate** with your VSP patients.



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Facebook:

[Message us @VSPProviders](https://www.facebook.com/VSPProviders)

Looking for more in-depth marketing help?
Complete the **Premier Edge Marketing Virtual Assessment**
to receive personalized tools, resources,
and eLearning courses based on your results.
—Your marketing partners at Premier Edge Marketing Support



Danae



Ruby



Alexis