

# REBOUND

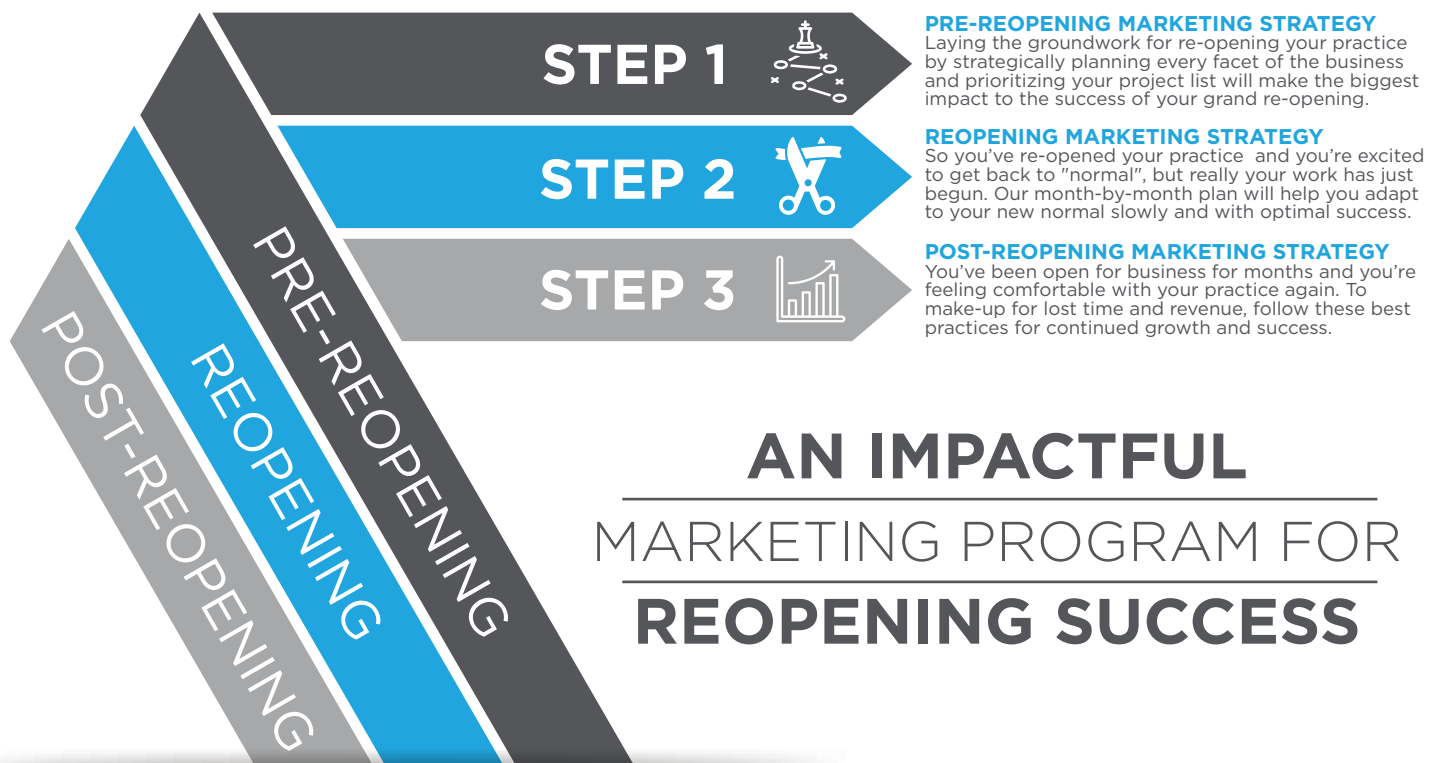
MARKETING  
DONE  
4  
YOU

• *An Impactful Marketing Program for Reopening Success* •

What you do during this 'downtime' will affect how quickly your practice rebounds once you're able to reopen your doors. The DONE4YOU Marketing REBOUND program was developed to help IECP's counter the effects of the economic downturn due to COVID-19.

Our team of marketing and business development experts are equipped to help you tackle those projects that have been on the back burner and those that will make a positive impact on the future of your practice.

We will proactively create and implement impactful strategies that will boost patient engagement, increase revenue opportunities and focus on the profitability of your practice pre-opening, reopening and post-reopening of your practice.



## Ready to Get Started? Let ADO do the Work for You!

Our proactive team of marketing & business development experts will not only guide you on ways to get started but we will take on the planning and implementation for you!

**To get started or to schedule your complimentary 30 minute marketing assessment:**

Email [marketing@adopracticesolutions.com](mailto:marketing@adopracticesolutions.com) or call 877.949.0382 or visit [www.adopracticesolutions.com/REBOUND](http://www.adopracticesolutions.com/REBOUND).

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## STEP 1 | PRE-REOPENING MARKETING STRATEGY

Laying the groundwork for re-opening your practice by strategically planning every facet of the business and prioritizing your project list will make the biggest impact to the success of your grand re-opening.



### PATIENT COMMUNICATIONS

Creating a thoughtful communication plan for your patients is the most crucial part of reopening your business to allow for the quickest return to normal. Your patients are online now more than ever, and your website, social media and email communications provides your practice with the tools to update patients about your practice, but more importantly, to nurture your relationships and start or continue conversations online.



### VIRTUAL & LIMITED SERVICE OPTIONS

Taking care of your current patient base for emergency visits now, and set your practice up for the future. Implementing these services in your practice now will sure to offer continued growth.



### PRIORITIZE PROJECT LIST

Though you might not be sure when it is exactly, your doors will reopen, when that time comes, we want you to be ready! Now is the time to prioritize your to do list and start checking things off that will make the most impact on your practice today, tomorrow and years to come!



### ESTABLISHING & UPDATING PROCESSES

Experience your practice as your patients do. Take a tour of the office as if you were a first time visitor to see how you can enhance their journey and what tools you might need to get there. This is especially important amid COVID-19, where new processes and accommodations will need to be considered and adapted to.



### BRANDING

Bring your practice to life by developing a brand that makes your practice stand out from the competition with a fresh aesthetic look and feel throughout your entire practice. Whether it's re-designing your logo, updating your outdated brochures, adding signage to your optical or updating your frame lines, now is the time!



### ASSESSMENTS/ANALYTICS

This is the time to really figure out what has been working and what hasn't. This includes processes, systems, trainings and even your marketing strategies. If you have anything in place that isn't helping you reach your goals or making things easier for you and your staff, it's time to re-evaluate now.



### NEW TECHNOLOGY/PROGRAM CONSIDERATIONS

Technology is inescapable. Now is the time to explore new technology, programs and software to see how they can help you grow your practice and make your life easier by streamlining the day to day operations.



### FOCUS ON BEST PRACTICES

Concentrate on proven industry guidelines & ideas that will make the biggest impact on your practice. Whether you focus on enhancing your reviews, updating your website, or evaluating your pricing packages, prioritize these items to reach your re-opening goals.



### PRODUCT/MATERIAL ORDERING

Now is a great time to go through your inventory and purge unnecessary items to make room for the new and improved. Plus you'll need to consider post COVID-19 necessities for cleaning & safety precautions.

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## STEP 2 |

## REOPENING MARKETING STRATEGY

So you've re-opened your practice and you're excited to get back to "normal", but really your work has just begun. Our month-by-month plan will help you adapt to your new normal slowly and with optimal success.



### MONTH 1 | SOFT OPEN

There's no one-size-fits-all strategy to plan and execute a soft re-opening, as no one practice is the same.

But there are common elements any practice will need to focus on to prepare for the soft opening, including the best way to welcome staff back, acclimating to new systems/processes, re-engaging with patients, and hours of operation.

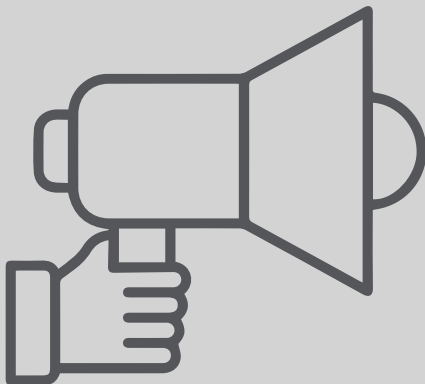
Remember that the primary purpose of a soft opening is to ease back into things and fix any issues or address any concerns upfront so you're ready to start driving additional patients into your practice full time and with ease.



### MONTH 2 | DRIVE TRAFFIC

Though you might not be sure about when it is exactly, your doors will reopen and your practice will get back to business. When that time comes, we want you to set your practice up for celebration — rather than a moment to say "phew," your doors opening should be a moment for your team, your patients, and YOU to yell "woohoo!"

We understand that budgets might be tight once you reopen, but spending a little can go a long way in re-engaging your current patients and reaching potential new patients. Give your community a reason to get out of the house and into your practice!



### MONTH 3 | PROMOTE YOUR PRACTICE

Learning what you need to do to market your practice is easy - figuring out how to do that is much more difficult.

Marketing is essential to any business's success, and eye care practices are no different. Each practice and market are unique, meaning that there is no one way to develop a marketing strategy. Each marketing mix comes from a combination of various tactics that will help your practice yield results.

Whether you're a brand new practice or you've been helping patients see clearly for years, how & where you market matters!

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STEP 3 |

POST- REOPENING MARKETING STRATEGY

You've been open for business for months and you're feeling comfortable with your practice again. To make-up for lost time and revenue, follow these best practices for continued growth and success.

Developing winning marketing strategies is time-consuming. But an effective plan is likely to improve profits, brand awareness and patient satisfaction. Placing yourself deep in your patient's mind on their desires and needs helps you understand why they want your product or service rather than your competitor's.

Getting started is sometimes the biggest hurdle to overcome, so now that you're acclimated to business as usual its time to plan for continued success for the future. Our custom marketing plans include:



## TARGET AUDIENCE RESEARCH

Defining the prospective patients you would like to reach and turn into customers with a strategic plan. Understanding more about the customers who make the purchasing decisions are key to marketing your practice.



## MARKET & COMPETITOR ANALYSIS

Gathering the key information on your local market and competitors that can potentially influence your patient base is essential in setting yourself apart from the competition.



## PROMOTIONAL CAMPAIGNS

Outlining your promotional strategy may be one of the most important parts of your marketing plan. The key is to stay data-driven, while allowing the flexibility to review and improve efforts once you measure each campaigns success.



## MARKETING MATERIALS

Listing out the potential marketing materials you will need for your strategic business plan will provide you a well thought out idea of potential expenses when it comes to patient education, promotional pieces, etc.



## PARTNERSHIPS

Determine a list of established and aspirational partnerships with local businesses you would like to pursue in order to support your marketing plan and focus on your community.



## RETENTION STRATEGY

You should already have a strategy to retain the patients you gain in place. It takes a lot of time, effort, and money to find new patients, so keeping them should be a top priority.



## REFERRAL/REVIEW STRATEGY

How are your reviews looking on Google and Facebook? Reviews are the new referral source for eye care practices. They are the first thing that prospective patients look for before making a decision to call to make an appointment. It is KEY to have a strategy for encouraging reviews in place, especially for loyal customers.



## BUDGET & ROI TRACKING

Taking all these items into account, we'll create a customized budget for you broken down month by month to easily track marketing spend. Each quarter your assigned marketing manager will review your marketing spends along with results of each initiative to ensure we're meeting your practice goals.