

FRAME STYLE SHOW **SUCCESS GUIDE**



WALMAN
OPTICAL

10-12 WEEKS PRIOR TO SHOW

REFERENCE PAGES 4-5

Action Steps	Project Manager	Implementation Date	Completion Date	Status
Decide what to feature.				
Decide when to have your show.				
Determine a budget.				
Decide how to promote your show.				
Decide on any extras to order or schedule.				

6-8 WEEKS PRIOR TO SHOW

REFERENCE PAGES 5-6

Action Steps	Project Manager	Implementation Date	Completion Date	Status
Create needed promotional materials.				
Merchandise office featuring showcase collections.				
Begin marketing your style show.				
Educate staff on showcase collections.				

4 WEEKS PRIOR TO SHOW

REFERENCE PAGE 7

Action Steps	Project Manager	Implementation Date	Completion Date	Status
Organize your external advertising.				

2 WEEKS PRIOR TO SHOW

REFERENCE PAGE 7

Action Steps	Project Manager	Implementation Date	Completion Date	Status
Mail flyers and invitations.				
Call your top patients.				
Begin booking exams for show day.				

1 WEEK PRIOR TO SHOW

REFERENCE PAGE 7-8

Action Steps	Project Manager	Implementation Date	Completion Date	Status
Hang banners.				
Confirm expectations with brand reps.				
Organize refreshments and music.				

DAY OF STYLE SHOW

REFERENCE PAGES 8

Action Steps	Project Manager	Implementation Date	Completion Date	Status
Measure your sales goal throughout the day.				
Hold a pre-show meeting.				
Set up a guest check-in area.				

POST-SHOW

REFERENCE PAGE 8

Action Steps	Project Manager	Implementation Date	Completion Date	Status
Send out thank you cards.				

10-12 WEEKS OUT

DECIDE WHAT TO FEATURE.

Your style show can serve as an introduction to a new line, or further exploration of an old favorite. You may want to consider what your most popular brand is or a brand you would like to see grow. Exclusive brands that you carry which direct competition does not will help draw a crowd.

DECIDE WHEN TO HAVE YOUR SHOW.

With your featured brand in mind, think of the day of the week which works best for your target patient. For suburban families, evenings or weekends might be best. Weekends are ideal for boutiques and dispensaries seeking street traffic and window shoppers. Full weekday events on your doctors' busiest day provide maximum traction and exposure with regularly scheduled appointments and long-time customers. It's best to avoid scheduling your event in the months of June - August or December - January as summer and holiday times tend to be more hectic.

Be sure to schedule the date and time with your staff and any necessary brand reps. Brand reps will be able to fill in all of the information you may not know about a collection. They should be more than prepared and happy to help out optical staff for the day. If needed, also schedule a meeting in advance for the brand reps to come in and teach your staff about featured lines. It is a good idea to limit the number of brand reps that assist for the style show as a courtesy to the reps. If there are many reps, each will only sell a few frames which will not warrant the time spent out of their sales territory.

DETERMINE A BUDGET.

Be sure to review your marketing plan with your vendors as they may be able to contribute marketing materials, in-office merchandising, or offer co-op to help offset the costs to the office. A helpful way to determine a realistic budget is to set a sales goal for the style show. By figuring out how many dollars in sales you will need to meet in order to achieve a profit, you will quickly find if your budget is too high or too low.

DECIDE HOW TO PROMOTE YOUR SHOW.

Promoting your event is a crucial step to ensuring the success of your event. There are many ways to promote your event, including:

- Calling patients
- Postcards
- In-office counter cards and/or posters
- Email blasts
- Practice website
- Facebook events
- Twitter postings
- Newspaper and/or radio ads

You may choose to use a sales promotion to draw attendance, although this is not necessarily needed. An easy promotion is offering free single vision lenses with a frame purchase. The cost to the office is low while the perceived value is high. This also helps spur the sales of lens enhancements such as anti-reflective and Transitions lenses. Try to avoid giving discounts on the frame itself. The cost to the office is high and it may lower the perceived value of the frame. Be cautious if giving a gift with purchase, as the cost to the office can be high.

DECIDE ON ANY EXTRAS TO ORDER OR SCHEDULE.

While snacks and drinks may bring some extra guests in, it is not necessary to offer a full spread of food. The emphasis should be placed on the eyewear. If needed, decide on what will be served and schedule the order. If wine is to be served at an evening event, be sure to check your local laws regarding the need for liquor permits prior to the event.

A great way to generate attendance is by teaming up with other local businesses in your area. Work with a local salon to provide personnel for quick massages or manicures. Your partner business can hand out business cards and may advertise your style show in their location for the week or two prior. You could also hold a drawing for those who come, giving extra entries to those who purchase. Get donations, discounted prizes, or swap services from local businesses that are looking for other ways to promote their own business. Some examples of these are restaurant certificates, boutique discounts, theatre tickets, or even a golf or ski package at a local lodge for a grand prize. Instead of a drawing you could even hold a silent auction benefiting a local charity.

Looking for great photography for in-office materials or newsletters? Invite a photography student to take photos throughout the event. They can add the photos to their portfolio and you will have great shots to use to promote other events in the future. As a thank you to your long-time customers, send copies of their photos with their thank you card.

Depending on your office size, you may need additional tables so the showcase collection can be displayed in full. Local party rental stores will have tables in various sizes for rent at a reasonable cost.

6 - 8 WEEKS OUT

CREATE NEEDED PROMOTIONAL MATERIALS.

As we stated earlier, promoting your event is critical to its success. Six weeks in advance of your event you should create all needed flyers, posters, and postcards. A graphic designer will charge about \$200 for the flyer alone, although a basic flyer can be done fairly simply on a home computer. Be sure your materials have a clean look, showing the date and time clearly, the frames being shown, and any promotions you will be offering. As it may take some time, we suggest beginning to label postcards or invitations now.

MERCHANDISE OFFICE FEATURING SHOWCASE COLLECTIONS.

Merchandise displays in your office featuring the showcase collections for the style show. Display posters and flyers throughout the office notifying patients of your up-coming show. If you have a

large front window this should be used to promote the style show. Small touches such as tablecloths, flowers, and outdoor signage can make it special without overshadowing the eyewear.

BEGIN MARKETING YOUR STYLE SHOW.

Everyone in the office must start “word of mouth” marketing. All browsers, repairs and adjustments must be told enthusiastically and handed a flyer about the show. Let your patients know that the complete showcase collection will be on display and the brand reps will be on hand to provide personal style consultations. Be sure to not discourage patients from making a purchase prior to the show. You may want to offer a special discount on a purchase at your show for those who do purchase close to the show date.

It is very important to start marketing outside to friends, families and neighboring businesses. Online marketing is an effective way of getting word out quickly. Post event details on your practice website, Twitter account, or create a Facebook event to let everyone know to save the date.

TAKE ADVANTAGE OF DONE4YOU BY ADO PRACTICE SOLUTIONS.

If you’re looking to uncover new patient opportunities and grow your business, but you don’t have the time or resources to market your practice yourself, ADO Marketing can help. The DONE4YOU marketing program offers busy Eye Care Professionals the option to have ADO’s team of marketing experts proactively work on your behalf, to professionally manage and execute results-oriented marketing initiatives.

PLANNING & EXECUTION

- Patient Demographic Assessment
- Competitive Assessment
- Marketing Plan Development & Execution
- Budget Planning & Management
- Results Tracking & Analysis

BRAND DEVELOPMENT

- Logo Design
- Office Materials & Premium Items
- Press Releases
- Website Development & Content Updates (Blog, Search Engine Optimization & Mobile Compliant)
- Social Media Setup & weekly Status Updates
- In-Office On-Screen Messaging Service

CAMPAIGN MANAGEMENT

- Custom Print & Digital Creative
- New Patient Targeted Marketing
- Patient Recall & Retention Marketing
- In-Practice Promotional Materials
- Event Coordination & Management (Seminars, Trunk Shows, Open Houses)



FOR MORE INFORMATION

Contact ADO Marketing to receive a COMPLIMENTARY marketing needs assessment & customized program quote today!

CALL: 800.328.9433 | **EMAIL:** info@adopracticesolutions.com

EDUCATE STAFF ON SHOWCASE COLLECTIONS.

With your style show quickly approaching now is the time to be sure your staff is familiar with the showcase collections. Your brand rep will be able to offer detailed information about the product and fully train your staff on the important aspects of the frame line.

4 WEEKS OUT

ORGANIZE EXTERNAL ADVERTISING.

Now is the time to begin addressing flyers and personal invitations. This part is usually the most time consuming and it's a good idea to get a head start. Begin implementing any outside advertising you may be executing, such as newspaper, posters or flyers around community, radio, or community church/organization bulletins. This type of advertising can be expensive, but can reach a wide market and new patients. Generate additional publicity by contacting the Fashion, Beauty, or Upcoming Events editors of your local media. As style shows are a bit out of the ordinary, editors are usually eager for news of this sort. Your brand reps should have press releases available to detail your showcase collection within the legal guidelines of the brand.

2 WEEKS OUT

MAIL FLYERS AND INVITATIONS.

Two weeks to ten days in advance of your style show is the ideal time to get the flyers and invitations in the mail. For a good turnout, it is important to mail at least 1,000 pieces. This would also be the time to begin running weekly ads in your local newspaper. If daily newspaper ads are to be run, it is best to start those four days prior to the show.

CALL YOUR TOP PATIENTS.

This is the time to start calling your favorite patients. Be sure to keep a phone log of who was contacted. Set a goal of 10 to 20 calls each day. Have your staff turn this into a contest to see who can get the most attendees.

BEGIN BOOKING EXAMS FOR SHOW DAY.

Set a goal to fill the appointment book for the day of your show. It may be a good idea to put a reminder sign next to the phones.

1 WEEK OUT

HANG BANNERS.

Hang a banner announcing the show one week in advance. If possible, have the banner visible to outside traffic.

CONFIRM EXPECTATIONS WITH BRAND REPS.

Contact your brand reps to finalize plans for the show a week in advance. The reps will need room to

display their product. It will work best if you remove your frames and allow the reps to display and merchandise their products on your displays. By doing this, you will minimize the chance of mixing your frames with theirs and gives their products maximum exposure for the day. You should allow at least 30 minutes for this prior to the show.

ORGANIZE REFRESHMENTS AND MUSIC.

Refreshments and music can help create a fun environment. Be sure to order any refreshments a week prior. Be sure to keep it simple and clean. If you're having an evening event, wine and appetizers will go over well. If your show is on the weekend, try something lighter and more refreshing. Upbeat music will add energy to your style show.

DAY OF STYLE SHOW

MEASURE YOUR SALES GOAL THROUGHOUT THE DAY.

Post your goal in an office or lunchroom, and assign someone the task of updating it throughout the day. It adds excitement to see it all add up throughout the day. Don't forget to praise, and possibly reward, your staff for a record sales day.

HOLD A PRE-SHOW MEETING.

Be sure to hold a pre-show meeting with both your staff and any reps that will be assisting. Make it clear what each person is responsible for throughout the day. Go over patient flow and pricing to help minimize questions throughout the day.

SET UP A GUEST CHECK IN AREA.

Have someone tasked at welcoming each guest and explaining what they can expect. Go over any specials for the day. Ask each guest to sign a guestbook, including their mailing address, phone number, and email. This information will be helpful when sending out thank you cards and can be used in future advertising campaigns.

POST-SHOW

SEND OUT THANK YOU CARDS.

Using your guestbook, send out thank you cards to those who attended. If you'd like, include a comment postcard for attendees to send back. The feedback generated from the comment cards will help in planning future events. Don't forget to also thank your staff!