

PREPARE FOR BACK TO SCHOOL

Back to School isn't just about kids, tweens and teens anymore... it is about serving your community. With a strong Back to School campaign, you have the opportunity to showcase everything you have to offer patients of all ages. It might seem like a huge task but if you break it down into these 4 steps, you'll be on your way to a successful back to school season!

1 Determine your budget and promotion(s).

Use this simple equation to calculate your budget:

$$\text{Expected Sales Generated} \times \text{Promotional Allowance (average 10\%)} = \text{Your Budget}$$

You can utilize our featured lens promotion for kids and teens as a guide for your in-office promotion.

2 Select the kids and teens frames you'd like to feature in your practice.

Create a youth space in your practice to display the product in a fun, eye-catching way. Provide brand new, never before worn frames with every order with Free Frame Shipping from ADO Practice Solutions: the only one-step frame and Rx ordering program that eliminates frame shipping charges for 20+ participating top frame vendors.

Learn more at: www.adopracticesolutions.com/free-frame-shipping.

3 Grown-ups need cool eyewear too! Marketing your practice for Back to School naturally grabs the attention of adults.

Parents/guardians will be bringing in their kids, and other adults work in schools, day cares, medical offices or even kids' clothing stores. The same lifestyle and vision solutions you are discussing for children's needs apply for the adults as well! Select new adult frames to capture the attention of all the grown-ups and create a unique display for the product.

4 Awareness, Education and Advertising!

Your advertising campaign starts with awareness, so we've provided impactful statistics and talking points to help you inform your patients and the community about eye health. After that, consider hosting a trunk show (send a fun email or snail mail invitation to your patient base), display signage in and out of the office, make Facebook posts, cross-market with other businesses in your area and of course, merchandise your practice appropriately. Find additional resources, guides and content to make your Back to School campaign a success at www.walmanoptical.com/BTS!

AWARENESS AND EDUCATION

Promote your super cool kids and teens eyewear alongside a message about eye health and capture the attention of kids, teens and their grown-ups.

Parents/guardians will be bringing in their kids and other adults work in schools, day cares, medical offices or even kids' clothing stores. These people can spread the message that your practice is in the business of helping people of all ages see.

Some of these youth service providers could be great business partners so schedule a time to meet them and discover if there are ways you can cross-market your businesses. For example, you can ask if you can place signage for your Back to School promotion in the dental office down the street and in return, you can place the dentist's signage in your office too. You might even consider offering a small discount for the employees at the dental office if they bring in their kids or make a referral.

You can also contact the surrounding school districts to see if there is an opportunity to educate teachers and parents about eye health. Then, ask if you can leave small flyers behind in case a student says they can't see the board. You can consider offering a special price to them but if they like what they see, they're likely to schedule their eye exam with you too!

About 1 in 20 preschoolers have eye or vision problems that they can't describe so they go undetected.

Only 1 in 3 kids ages 6-16 has had a comprehensive eye exam in the past year.

80% of learning in a child's first 12 years comes through the eyes.

Only 40% of parents believe an eye exam is essential to a child's healthy checkup schedule.

10 million children suffer from undetected vision problems.

Vision screenings in school can miss up to 60% of serious problems that an eye exam can catch.

Around 90% of school-age children who need prescription glasses do not have them.