



 **Marketing Samples** | Success In The Classroom



Intended Use

The purpose of this marketing sample packet is to provide examples of the ways your practice can implement text for newsletters, emails or letters, on-hold messages, cable and radio spots, postcards, social media, and more.

The examples herein should be used as a framework to assist your practice in creating marketing materials concerning a particular topic. Although each example is complete, they are not exhaustive, and are designed to be customized to your practice's preferences and needs.

Feel free to use the existing text herein to communicate with your clients, making sure to modify each example to correspond to the services, technologies, opinions, and needs of your practice.

Design examples, including post cards and newspaper ads, can be modified and customized in Adobe InDesign. Talk with your consultant about how to best implement the design examples shown in this packet. Most often, a third-party design/printing service will be required to offer design customization and printing services.

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Plan of Action

- Select dates to promote Back-to-School Vision Exams. Consider July and August when parents are getting children ready for school.
- Be sure to have plenty of office brochures and business cards ready to distribute.
- Using similar artwork as the newspaper ad or postcard samples in this packet, print small handouts and in-office posters promoting Back-to-School Vision Exams.
- If utilizing an electronic patient communication system, make sure to incorporate your Back to School message in your electronic newsletter, e-blasts and reminders.
- If doing a screening-specific event, notify patients/fans on social media channels of the upcoming event, contact the newspaper, radio station and area business magazines approximately one week before the event to see if they would be interested in scheduling an interview.
- E-mail and/or send a letter or postcard to your patients with children ages 5 - 18 about the importance of Back-to-School Vision Exams.
- Highlight the importance of Back-to-School Vision Exams in your on-hold messages.
- Consider a banner on your building or other outdoor signage that says "Success in the Classroom Begins with Healthy Vision" or "Great Vision and Great School Performance Go Hand In Hand."
- Contact local businesses in which your office is a provider for eyecare benefits or for which you have a vision benefits plan to see if you can drop off handouts promoting the Back-to-School Vision Exams.
- Track your outcomes with the Williams Group Marketing Tracking Form so you can analyze how successful the Back to School event was, and determine what to do differently for future events.

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On-Hold Message

Thank you for contacting ABCD Eyecare. Our staff is currently assisting another customer and will be with you shortly.

The first day of school will be here before you know it. Equip your kids with the best learning tool available—healthy vision. Did you know that more than 80% of a child's learning happens through vision? Or that an undiagnosed vision problem could impact learning and performance, grades, and self-esteem?

To celebrate the new school year and encourage healthy vision, enjoy a \$20 savings throughout the month of August on any eyewear purchase for school-aged kids, all backed by our exclusive two-year frame and lens warranty.

Success in the classroom begins with healthy vision. Ask the staff member on the line about scheduling a back-to-school eye exam for your kids today.

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Newsletter Article Sample

Success in the Classroom Begins with Healthy Vision

What's the most important thing to remember as you prepare your kids for success in the coming school year? A new lunchbox so they can carry healthy meals that promote energy and focus in the classroom? Plenty of pens, pencils, and notebooks so they can prepare study materials and complete assignments? What about an eye health exam with your optometrist?

If you've never thought of an eye health exam as being part of your back-to-school preparations, consider this: More than 80% of a child's learning happens through vision. An undiagnosed vision problem could impact learning and performance, grades, self-esteem, and more. Sometimes, undetected vision problems are mistaken for a learning disability, such as dyslexia or ADD.

Older children may be better able to communicate when their vision is abnormal, but elementary aged students may not. How can you determine if your child is suffering from vision problems? Some warning signs include:

- Sitting too close to the TV or other electronic device, or holding a book too close
- Using their finger as a guide and/or frequently losing their place while reading
- Closing one eye or tilting their head to see better
- Frequent eye rubbing or sensitivity to light
- Complaints of headaches or tired eyes

Even if your child already wears glasses, their prescription can change frequently as they grow. Scheduling regular eye health exams ensures they have a prescription that supports proficient hand-eye coordination, accurate eye teaming (both eyes working together in coordination), smooth alternation between close and far focusing, and efficient peripheral vision.

The new school year is right around the corner. In between shopping for new clothes and gathering school supplies, be sure to also arrange for an annual eye health exam with an optometrist that specializes in children's vision. Success in the classroom begins with healthy vision!



Use this article sample as-is, or feel free to customize it for use in your e-newsletter, patient email, or brochure. You can also select relevant excerpts to use as social media updates or as text for in-office posters. The possibilities are endless!

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Patient Letter/Email Sample

Dear Patient,

At ABCD Eyecare, we understand the important relationship between healthy vision and classroom learning. As your child gets ready to go back to school this fall, our doctors and staff recommend scheduling an eye health exam as part of your academic preparations.

Consider that more than 80% of a child's learning happens through vision, and it's easy to understand how an undiagnosed vision problem could impact learning and performance, grades, self-esteem, and more.

Even if your child already wears glasses, their prescription can change frequently as they grow. Scheduling regular eye health exams ensures they have a prescription that supports proficient hand-eye coordination, accurate eye teaming (both eyes working together in coordination), smooth alternation between close and far focusing, and efficient peripheral vision.

To celebrate the new school year and encourage healthy vision, enjoy a \$20 savings throughout the month of August on any eyewear purchase for school-aged kids, all backed by our exclusive two-year frame and lens warranty.

Your child deserves the best when it comes to education, and success in the classroom begins with healthy vision. Call ABCD today to schedule a comprehensive eye health examination for your child.

Sincerely,

Dr. Thomas Smith, OD and Staff



Use this letter sample as-is, or feel free to customize it for use in your emails, eBlasts, or paper letters. You can also select relevant excerpts to use as social media updates or as text for in-office posters or handouts. The possibilities are endless!

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:30 Cable Spot

VIDEO

Fade in to shot of multiple children running up to the front doors of their school

Wide shot of a group of children sitting at their desks and looking at the blackboard

Close up of child squinting one eye/rubbing eyes, trying to make out the assignment on the blackboard.

TEXT: Back-to-School Vision Exams

SCROLLING GRAPHIC: Frame vendor logos

Fade to ABCD Eyecare logo with smaller text below that includes office phone number and address, and website address.

AUDIO

ANNOUNCER: As you get your child ready to go back to school this fall, don't forget to schedule an eye health exam.

More than eighty percent of a child's learning is gained through vision.

An undiagnosed vision problem could impact learning and performance, grades, self-esteem, and more.

To celebrate the new school year, enjoy a \$20 savings throughout the month of August on any eyewear purchase for school-aged kids, all backed by our exclusive two-year frame and lens warranty.

Success in the classroom begins with healthy vision. Call ABCD Eyecare today and schedule a comprehensive eye health examination for your child.



Want to run a commercial? Present this sample to your local TV station. The experts there can help you iron out the specifics and create an attention-getting ad that's perfectly suited for your audience.

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:30 Radio Spot

SFX: (SCHOOL BELL) SOFT MUSIC IN AND UNDER:

ANNOUNCER: Does your child complain of headaches or tired eyes? Do they hold books too close, frequently lose their place, or use their finger to guide their eyes while reading?

Your child could have an undiagnosed vision problem that could affect their ability to learn and participate in the classroom in the coming school year. Scheduling an eye health exam with ABCD Eyecare will ensure your student is equipped with most important learning tool available—healthy vision.

To celebrate the new school year and encourage healthy vision, enjoy a \$20 savings throughout the month of August on any eyewear purchase for school-aged kids, all backed by our exclusive two-year frame and lens warranty.

Call ABCD at (123) 456-7890 to schedule a comprehensive eye health examination for your child. Or visit us on the web at www.ABCDeyecare.com.



*Want to run a commercial on the radio?
Present this sample to your local radio
station. The experts there can help you iron
out the specifics and create an attention-
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