



Digital Marketing Campaigns connect patients to your practice and supports an ongoing relationship as their trusted provider. By capturing all patients' emails, you can directly support patient retention through exam growth and foot traffic. These campaigns will positively impact sales growth for your location:



We Miss You Campaign (Reactivation)

Re-connect with patients who haven't visited us in the past 18 months.

Patient will receive bonus savings on their next purchase as a welcome back gift!



Happy Birthday Campaign

To celebrate our patients' birthdays, we are offering a 25% Off Non-Rx Sun purchase made during their birthday month.



Patient Referral Campaign

Encourage patients to refer their friends and family to your practice.

Both the referrer and the new patient will receive a discount on their next purchase!

What these can do for your practice....

- Retain existing patients and encourage repeat business.
- Attract new patients through targeted campaigns and marketing.
- Increase awareness and visibility of your practice through consistent and relevant communication.
- Promote products or services to existing patient based on their purchase history.

Digital Marketing Campaigns are not...

- An in-clinic conversion tool or “save the sale” promotion.
- A promotional tool that deters patient from purchasing additional pairs same day.
- Designed for immediate results only; they focus on building long-term relationships.
- Just about driving sales but also aim to enhance patient satisfaction, loyalty, and engagement.

Why is it important to capture patient email in EHR and Ciao! Optical?

Our patients will receive:

- Current and future CRM Campaigns, promotions, and special events.
- Automated appointment reminders and online booking tool.
- Digital notification for eyeglass orders.
- Receipts and practice communications.
- Request to provide feedback about their experience in-office.



“We would like to keep you informed about your upcoming appointments and office promotions.

What is your current email address?

“Is my email safe with you?”

“Absolutely. Your email will be securely stored and only used for communication related to your vision needs.”



This campaign helps to re-connect with patients who haven't visited us in the past 18+ months. Automatically sent based on their exam history from your **patient communication software**, this program will help improve patient recall efforts with a bonus incentive to get them back into the office.

Schedule Your Eye Exam Today & Save!

Our records indicate that it has been over 18 months since your last comprehensive vision exam. To help you continue to see and look your best, we're excited to offer \$50 off of a complete pair of glasses or 30% off non-prescription sunglasses. To schedule your appointment, visit us online or call [office phone number].

REACTIVATED PATIENT

Bonus Savings

**\$50 Off Complete Pair* or
30% Off Non-Rx Sunglasses****

How It Works:

- 1 Patients that have not been seen in 18+ months will receive an email with the promotional offer redeemable on their next visit.
 - Additional savings combinable with insurance or in-office promotions.
- 2 Enter the Deal Code provided from the patients email in **Ciao! Customer Order**.

*Discount to be applied to lenses. Excludes Cartier, Neurolens, RB Meta, Stellest lenses.

**Frame Exclusions: Alain Mikli, Cartier, Chanel, Diesel, Maui Jim, Moncler, Nuance Audio, Oliver Peoples, Persol, Prada, Prada Linea Rossa, RB Change, RB Meta, and RB Reverse frames.



This is a wonderful way to show our appreciation and make their special day even better! Automatically sent based on their Birthday within Ciao! Optical at the beginning of their Birthday month.



ACTIVE PATIENT

Savings During Your Birthday Month
25% Off Non-Rx Sun*

How It Works:

- 1 Patient will receive email during their Birthday month inviting them.
- 2 Verify the patient's Birthday with a valid ID.
- 3 Enter the Deal Code provided from the patients email in **Ciao! Customer Order**.
 - Promotion expires at the end of their Birthday month.
 - Not combinable with insurance or other promotions.

*Frame Exclusions: Alain Mikli, Cartier, Chanel, Costa del Mar, Maui Jim, Michael Kors, Moncler, Oakley Special Projects, Oliver Peoples, Persol, Prada, Prada Linea Rossa, Ray-Ban Special Projects and wearable electronic frames excluded.



Encourage patients to refer their friends and family new to your practice. This campaign is a great way to reward our loyal patients and attract new ones – increasing exams and units! Automatically sent through Ciao! Optical 24 hours after visit.

| ORIGINAL PATIENT | REFERRED PATIENT |
|--|---|
| Savings On Next Purchase \$50 Off Complete Pair* or \$25 Off 6 Month+ Supply Contacts | Additional Purchase 50% Off Lenses* |

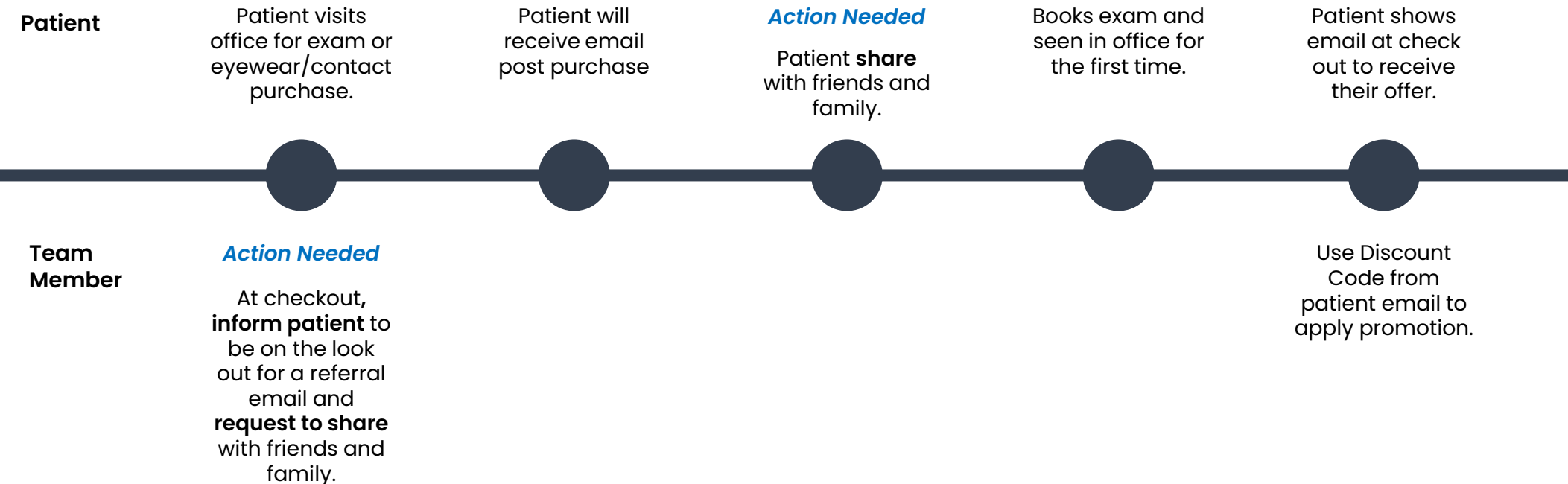
How It Works:

- 1 Inform patients** of the new referral promotion during their visit and to **be on the lookout for the email**.
 - Let them know what's in it for them as well as their friends or family when they refer us!
 - Capture patients email in Ciao! Optical, emails are automatically generated.
- 2 Patients** will receive an email with the **referral offer one week after their visit**.
 - Original patient should forward email to their friends or family inviting them to book an appointment.
 - New patient must book within 120 days to redeem offer:
 - These are patients that have not been seen in clinic or a dependent, would be their first time!
- 3 Referred patient** books exam and seen in office.
- 4 Enter the Deal Code** provided from the patients email in **Ciao! Customer Order**.
 - For eyewear, apply the bonus to the lenses line item. Do not apply to frame line item when applicable.

*Discount to be applied to lenses. Excludes Cartier, Neurolens, RB Meta, Stellest lenses.

HOW TO MAKE THIS A SUCCESS IN YOUR PRACTICE:

- Ensure all team members and Doctors throughout clinic are aware of these offers.
- **Capture emails in both your EHR and Ciao! Optical for all patients.**
- Practice and observe how to present these offers to patients.
 - How we share the patient referral offer will reflect the actions our patients will take (presented with passion and excitement will lead to more referred patients).
 - Showcase how grateful we are for our patients and the opportunity to serve more of our community!



Soundbite 1



"Julia, thank you so much for coming in and seeing us today! I have ordered your contacts to be delivered to your house and will call you when your new glasses arrive in about a week."

"We are accepting new patients and hope that you would refer us to your friends and family. You will get a special offer via email that you can forward on. Once they come in and redeem the offer, you can get an offer for 50% off a future purchase!"

"I do have some friends that just moved to the city that also wear glasses. I'll let them know and tell them to see you!"



Soundbite 2



"Charlie, thank you for letting us take care of your vision today! I'm excited for you to get your new glasses and sunglasses."

"You will receive an email with a special offer when you refer your friends and family to us. We would appreciate if you can forward that out so we can help them with their vision needs!"

"It's been a great experience, thank you! My coworker is also in need of new glasses and has the same vision insurance as I do. I'll pass it on!"

