

THEN



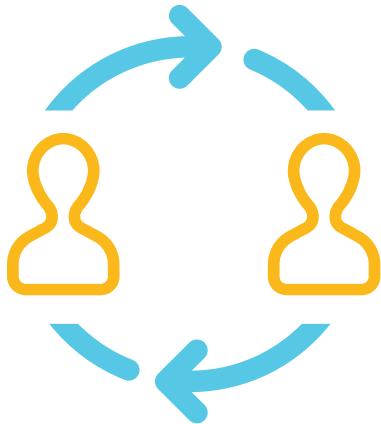
AND NOW

**MARKETING YOUR PRACTICE AND
BUILDING PATIENT LOYALTY**

a publication by

HOYA

Introduction



Marketing was fairly simple back in the day. If you wanted to know the best place for something, all you had to do was ask someone. Business owners like eye doctors didn't need to worry about doing anything special to bring folks in, because chances are good that patients already knew about them and their selection of eyeglasses. Word-of-mouth marketing reigned supreme and patient loyalty was strong.

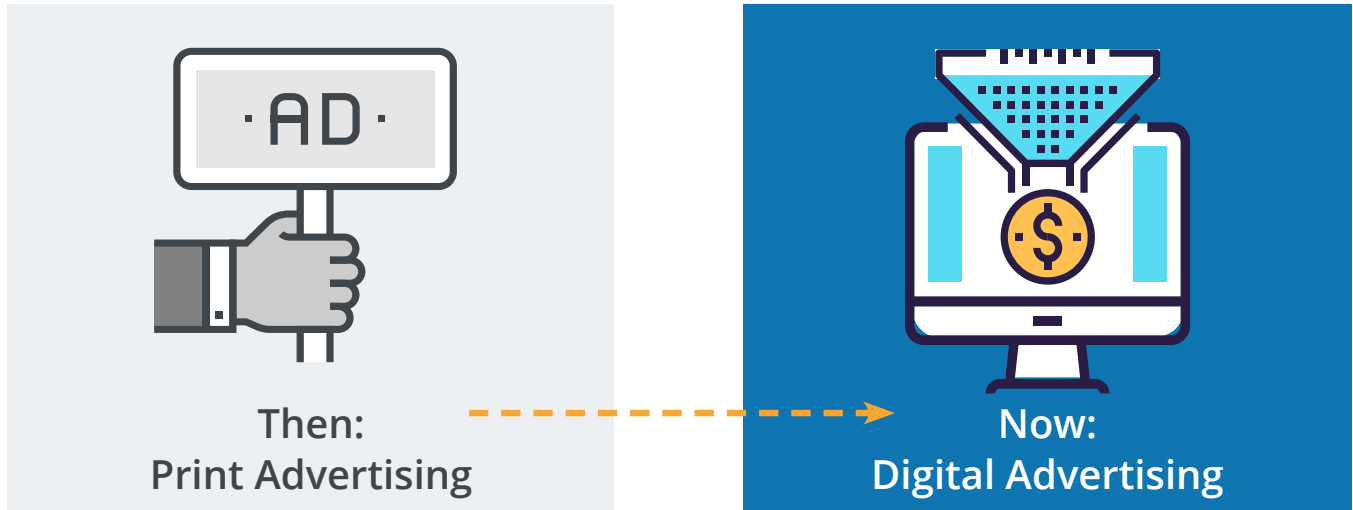
Things have changed in the past decade or two. Hardly anyone asks for referrals anymore and if someone is looking for eyeglasses, they can just do an online search and look through reviews. Patients are also nowhere near as loyal as they were in the past. A major contributing factor is that your patients just don't stay in your community as long as they once did. According to the [2012 US Census](#), 100.2 million people aged 5 and older have moved in the last 5 years... and that is down from the 107 million that moved the 5 years before that. We live in a very transient world. The marketing world is changing too, becoming more and more digital. It's hard to believe that the smartphone has just been around since 2007, since nearly two-thirds of Americans own a smartphone today. So, how do you get found?



The answer lies in examining obsolete marketing techniques from the past two decades and comparing them to proven, modern digital marketing practices that work today.



Marketing Strategy



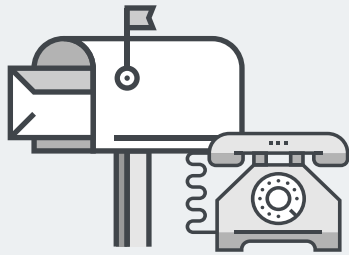
There's been a dramatic shift in effective marketing strategy recently. Gone are the days when you could easily seek out the patient by placing an ad in the yellow pages or local newspaper. (This is known as traditional or outbound marketing.) Instead, more and more practices are embracing digital marketing, where the patient finds you organically through channels they already embrace. This leads to a more natural purchase in today's marketplace and increases the likelihood of a patient being loyal to your practice because they made the decision themselves.



FOCUS ON:

- Attracting strangers
- Converting visitors to your website into leads
- Turning leads into customers
- Delighting customers so they become promoters

Patient Communication



Then:
Postal mail, postcards,
telephone calls



Now:
Emails, blogs, text messages,
social media

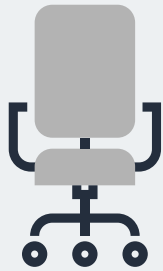
Mail and postcards used to be the main way practices maintained communication and built loyalty with patients. Things are different now, as patients tend to prefer communication delivered digitally via an email, text, video or Facebook messenger. There are a wide variety of ways to stay in touch with your patients, so doing it the way your patient wants is really important for effective marketing and patient loyalty.



FOCUS ON:

- White papers
- Blogs
- Any other form of digital marketing content that your patients want to receive
- Keywords
- Social posts
- eBooks

Reaching Patients



Then:
At your practice



Now:
Everywhere

Before the Internet and mobile devices, you only had to think about patient engagement and education at your physical locations. Nearly everyone has a mobile-friendly device these days, so you can potentially reach your patients everywhere. That's why it's so important to maintain a beautiful, user- and mobile-friendly website. Setting up online directories is also crucial, as patients often look for directions or information about your business — such as hours of operation — from sites like Google Places.



FOCUS ON:

- Social publishing
- Calls-to-action
- Mobile-responsive design
- Educational videos and articles

Identifying Growth Opportunities



Then:
Best guesses or estimates



Now:
Detailed reporting on key metrics

If you wanted to get a glimpse of your practice production in the past, you had to hire someone or try to do it yourself by hand. The former is expensive and the latter can be potentially skewed by human error or incomplete bookkeeping. Things are much better today. There are databases available that identify where you're performing well, where you can improve and how you compare with regional or national practices. Best of all, they're customizable.



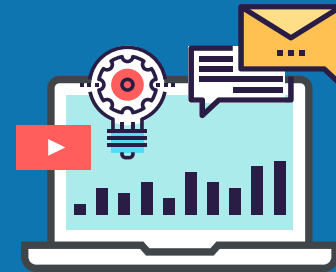
FOCUS ON:

- Analysis software
- CRM tools
- Google Analytics

Expert Guidance



Then:
Education from peers



Now:
Exclusive marketing programs

When it comes down to it, most eye doctors didn't go to business school or get a degree in marketing. So they often need guidance from experts. Your options in the past were limited to things like books, seminars or peer education. Now you have a wealth of information readily available online, like this e-guide. There are even exclusive marketing programs available for eye doctors that handle everything from website design and search engine optimization to strategic marketing and patient engagement tools. All you have to do is meet certain incentives.



FOCUS ON:


- Marketing programs that focus on practice development and resources designed for both long-term and short-term growth.

Conclusion



If you're stuck in a "then" frame of mind, it's time to consider making a change to "now."

This may be difficult for eye doctors with an established practice – especially if it's been around for decades – but it can go a long way toward successful practice marketing and patient loyalty in the foreseeable future.



**Find out other ways
Hoya can help your
practice grow.**

Schedule a consultation