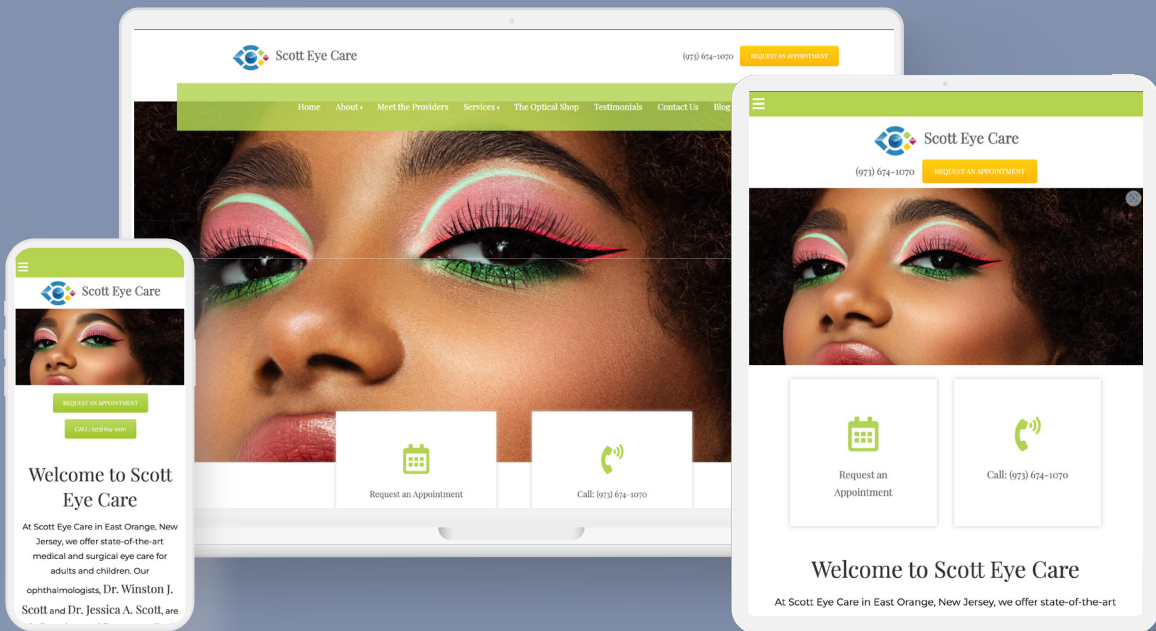# iHEALTHSPOT
DIGITAL MARKETING

7 Core Strategies That Drive Patient Volumes

Optometry Digital Marketing Simplified

What's Inside:

7 Core Strategies That Drive Patient Volumes

Optometrists face an increasing number of growth challenges – from a highly competitive local market to fluctuations in service demand and more. For optimal marketing investment returns, your eye care center must assemble a strategy to ensure that you outshine your competition and effectively reach patients who need your specific services.

1   **Create** a Compelling Website

2   **Get** in Front of Patients in Their Online Searches

3   **Launch** a Paid Advertising Campaign

4   **Nurture** Relationships on Social Media

5   **Optimize** Your Business Listings

6   **Boost** Your Online Reviews and Ratings

7   **Identify** Top Targets with Analytics

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ONE:
Create a Compelling Website

When in search of a new optometrist, most consumers do their homework before they decide to schedule a new patient appointment. Patients look to vision care center websites as the go-to source for information and appointment scheduling. In fact, a recent survey found that 80% of respondents use the internet for healthcare-related searches. This means that the first impression made by an eye clinic's website design plays a critical role in how a patient chooses an optometrist.

When web page design elements carefully consider the user experience, and the content clearly communicates what makes your clinic exceptional, your website becomes a dynamic marketing tool. **For optimal vision care center website design that meets your patient acquisition goals, the following are must-have elements:**

- **Mobile-Friendly** – Meet patient experience standards with quick load-times and easy navigation that displays well on all device types.
- **Built to Convert** – Features such as optimized request forms make it easy for prospective and returning patients to initiate an appointment.
- **HIPAA-Secure** – Due diligence to keep data transmission safe on your website protects your patients and your clinic.
- **ADA Accessible** – Ensure your website is user-friendly and accessible for all visitors.

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TWO:
## Get in Front of Patients in Their Online Searches

When patients in your geography are searching for vision care services, the ones who appear first in Google search have a much better chance at gaining – and keeping their patronage. For success in Google search, focus on the following:

- **Keyword Research** – Research and understand vision care related keywords and phrases with adequate search volume – focus on those which align with procedures and services provided by your clinic.

- **On-Page SEO** – Build your optometry website according to the quality standards of search engines, making it easy for Google and other platforms to crawl and index your site.

- **Write Compelling Content** – Beyond just website content, aim for consistency by continuously adding fresh keyword-focused blog article content on your site.

Search engine optimization (SEO) cracks the code to help your vision care center rise to the top of search results, giving you the competitive edge.

3 Ways SEO Supports Your Optometry Clinic:

- **Builds Brand Awareness and Visibility** – The higher up you are in search, the greater advantage you have over your competition for being top of mind for consumers.

- **Increases Organic Website Traffic** – Your higher ranking directly correlates to the volume of web traffic you can expect. Often, with more volume comes more new patients.

- **Establishes Your Authority** – Be recognized as an authority with credible, educational and unique content for your vision care center.

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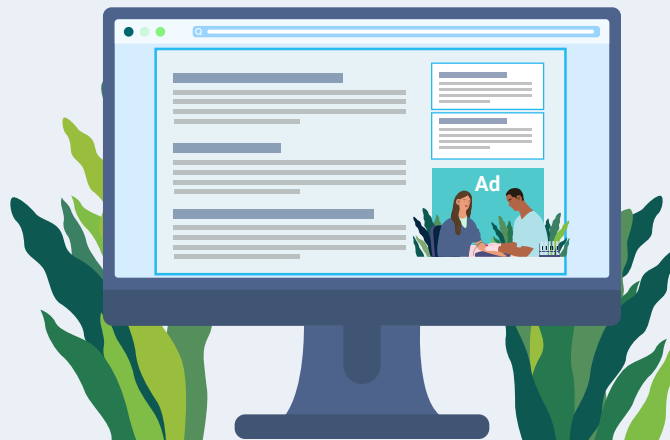
THREE:
Launch a Paid Advertising Campaign

Digital advertising – also known as pay-per-click or PPC – drives new patients to your website with precise targeting. Because PPC keeps in step with top local competitors and reaches a highly specific audience, it is an ideal channel for optometrists. It also provides a more immediate path to attracting prospective patients and gives your marketing a boost in tandem with your longer-term SEO strategy. **Get ahead in the game with PPC!**

- **Determine Which Ad Platform is Best for Your Clinic** – Google Ads are ideal for vision care centers because there is a strong baseline of optometry related search volume on Google – where your ads can appear. Alternatively, Facebook allows you to define a target audience in a geography who is likely interested in your services. Facebook ads are pushed to your target audience with visual appeal and build awareness of the new products and services you are offering.

- **Take a Holistic View** – Engage with targets who click on your ads end-to-end. Direct them to a thoughtful landing page with a form that is optimized for submissions. Ensure your office staff is trained and incentivized to follow up with patient prospects.

- **Engage in Continuous Improvement** – Monitor the performance of your ad campaigns across platforms and adjust based on reporting insights to ensure you are continuously providing compelling ads.
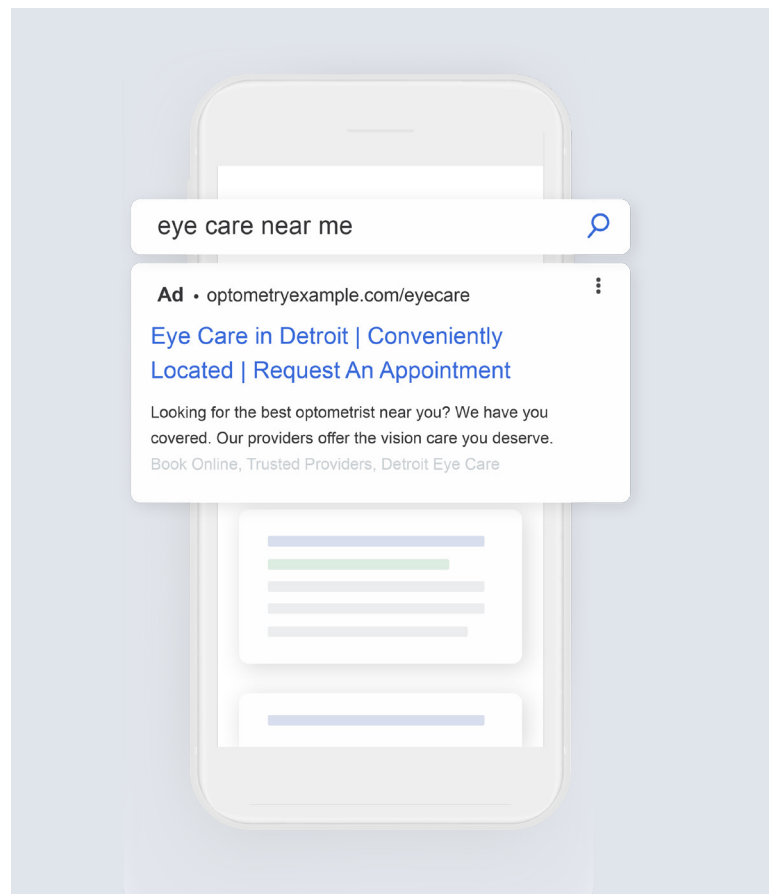
What Does Pay-Per-Click Mean? As the name suggests, you won't pay each time your ad appears, but only when a Google or Facebook user clicks the ad (usually a patient interested in your services).

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FOUR:
Nurture Relationships on Social Media

With over 4.8 billion users worldwide, social media has become one of the largest growing and most effective digital marketing strategies available today and one of the most preferred channels of communication, allowing for real-time conversations with prospective patients and existing ones alike.

Social Media Opportunities for Optometrists:

- **Clinic Updates** – Announce new staff members joining your vision care team, new services available, and other relevant updates to keep your audience engaged and informed.

- **Helpful Reminders** – Offer tips or reminders in support of the vision care journey.

- **Community Engagement** – Stay engaged with the local community surrounding each of your locations by partnering with local organizations or sharing their updates.
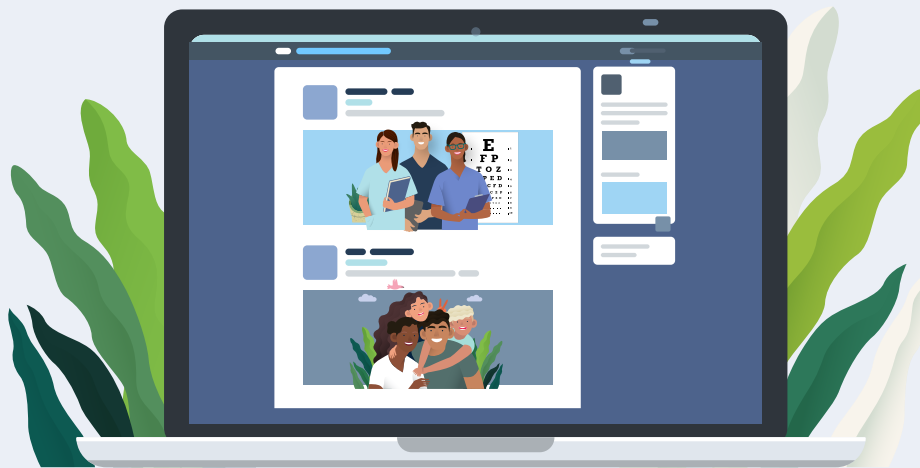
Studies have found that optometry social media serves eight essential purposes:

Awareness Creation | Customer Service | Community Outreach | Patient Education
Public Relations | Crisis Communications | Recruitment | Brand Monitoring

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FIVE:
Optimize Your Business Listings

Because of Google's dominance in search, as well as the prominence of Google Maps as a common utility for patients to navigate to one of your locations, your Google Business Profile is key to your success. Optimize your Google Business Profile to help your vision care center appear in local search results.

- Confirm that your Google profile contains the **proper and consistent name, address, phone information along with your hours of operation**.

- Enhance your profile with **photos of your practice, and the vision services** you provide.

- Include **links to your profile** from the appropriate page on your website. This is especially important for optometry clinics with multiple locations.

- **Align your reputation management program** to drive Google Reviews down to the specific Google Business Profile – whether that's for an individual office location, or member of your staff.

With optimization of your Google Business Profile, you greatly increase your chances of being found in local search, which is crucial to gaining and keeping your share of the local market. **In addition to Google Business Profiles, you can increase discovery of your vision care center within dozens of other online directories including:**

- **Vitals**
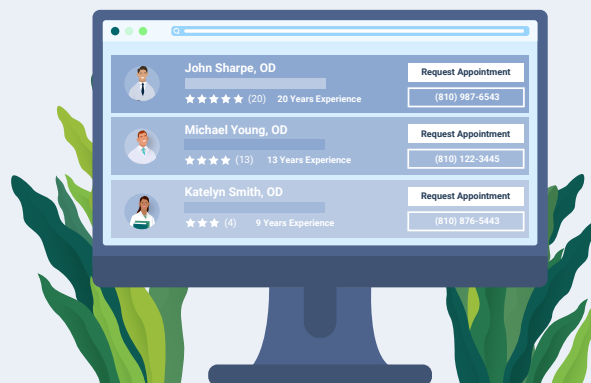- **WebMD**
- **Foursquare**
- **Apple Maps**
- **Bing**

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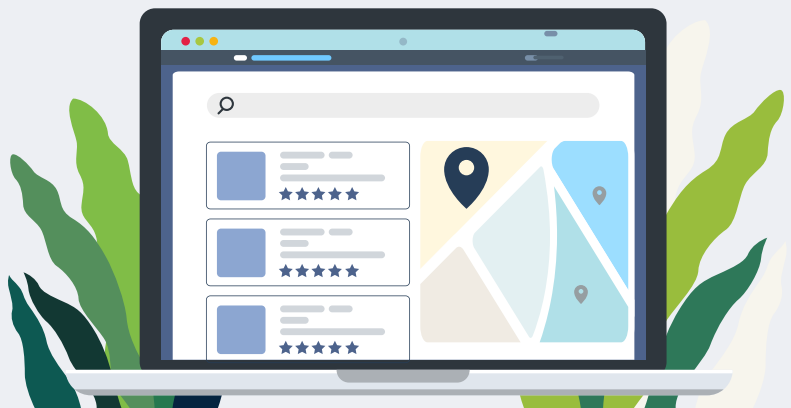
SIX:
Boost Your Online Reviews and Ratings

Recognize the Power of Online Reviews

Today, prospective patients behave much like general consumers when it comes to selecting services or an optometrist. A primary indicator of consumerism in healthcare is how prospective patients now gather knowledge from online reviews when comparing vision care options.

How Can You Bolster Your Online Reviews?

1.) Request Reviews – Satisfied patients are typically willing to provide a review, especially when asked. These requests will drive the volume of positive reviews and star ratings and help soften the impact of any negative reviews.

2.) Leverage Automation – Send review requests in a timely manner – shortly following a patient appointment. Today's review platforms support a range of communication channels, which need to be made a part of your check-out workflow – so requests are sent within 24 hours of seeing the patient to increase your opportunity to collect positive reviews.

3.) Make Google Reviews a Priority – Patient reviews are available across a range of review sites and other platforms, but Google reviews are the ones potential patients are more likely to come across as they search for vision care online. To help drive your local search visibility, be sure to include Google Reviews into the mix.

4.) Monitor Your Online Reviews – Monitor your reviews and respond in a timely manner to both positive and negative feedback left by patients to demonstrate that your vision care center cares about the quality of care that patients receive.


John Sharpe, OD
★★★★★ (20)   20 Years Experience
Request Appointment
(810) 987-6543

Michael Young, OD
★★★★☆ (13)   13 Years Experience
Request Appointment
(810) 122-3445

Katelyn Smith, OD
★★★☆ (4)   9 Years Experience
Request Appointment
(810) 876-5443

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SEVEN:
Identify Top Targets with Analytics

Maximize the growth of your optometry clinic through local market analytics to guide and prioritize your patient acquisition strategy.

- **Current Market Share** – Understand your market share for optometry services and care versus identified competitors in your area.

- **Target Patient Concentration** – Determine which target patients are most likely to need vision care services in your clinic's vicinity, organized by zip code.

> **Local Market Analytics can provide your practice with insights to help guide marketing priorities and accelerate new patient growth.**
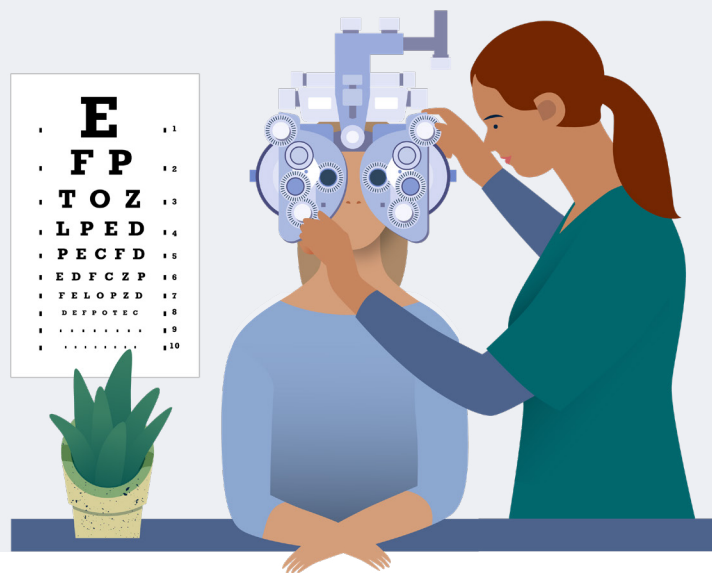
Grow Your Vision Care Center

Partner with a Healthcare-Exclusive Marketing Agency Focused on Growing Patient Volumes

Why iHealthSpot

Track record of digital marketing success for specialties, including optometry

Award-winning websites, designed to convert patients

Comprehensive, and data-driven marketing plans based on market intelligence that optimizes campaign performance

Accountability for results through continuous marketing support and monthly reporting

A full-featured, interactive medical website design sets the foundation for building a solid online presence and satisfactory patient experience for vision care centers.

From there, we craft a marketing strategy powered by market analytics that ensures maximum visibility, customized to attract the patients who best match with your optometry services.

Learn More

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