Effective DIY Marketing for $1,000 per Month

What We Will Cover

• Defining your target audience
• Benchmarks and strategy for creating an affordable marketing plan
• Top 10 lead generation ideas under $1000
• Sample DIY Budget Scenarios

Ready, Aim, Fire vs. Fire, Ready, Aim

• Before you start marketing at any budget define the following:
  • Define your strategy and desired results
  • Target Audience
  • Desired outcome
    • Traffic to website?
    • Leads?
    • Consults?
    • Surgeries?
  • What do you expect as a return for success?

"However beautiful the strategy, you should occasionally look at the results."
— Winston Churchill
Do you really know your customer?
- Get to know your target audience
  - Consumer behavior changes rapidly
  - Refresh your audience research
  - Will be different per procedure

Determine your target audience BEFORE you do any marketing

The Millennials
- 33% of the population but only responsible for 12% of the national spend
- 65% start engaging with a company online
  - 36% of which are using mobile
  - 60% regularly use live chat
  - 89% use search engines to answer their questions
  - 52% use social media to ask questions

Millennials (1981-1999)
Gen X (1965-1980)
Baby Boomers (1946-1964)
Seniors (1945 and earlier)

Millennials – How to Reach Them
- TV and Radio have the lowest influence over purchasing
- How to reach them:
  - In Office Promotion
  - Internet Ads
  - Socially: Instagram, Snapchat, Facebook
  - Email Marketing
  - Internet Video
    - YouTube Ads (82% regularly watch YouTube)
    - Hulu Ads (22% regularly watch YouTube)

*Synchrony Financial Analytics, May 2014-April 2015 data on credit card holders aged under 30 readers.*
The Gen X’ers

• 25% of population but 30% of spending power
• 78% like to treat themselves once in a while
• 79% will spend extra to make their life easier
• Want value, convenience and trust

Generation X – How to Reach Them

• Internet Ads
• Internet Radio
• Email Marketing
• Socially: Facebook, Instagram, Twitter, Pinterest
  • Spend 6 Hours 58 Minutes on social media per week
  • 67% are likely to purchase from a company they follow
    • 41% follow for contests
    • 58% follow for deals and promotions

Analyzing the Baby Boomer Patient

• 30% of population with 43% of national spend
• Affluent lifestyles (trips, vacation or 2nd homes, cars, country clubs, etc)
• Take an active role in their health
• Actively use internet and social media to investigate and make buying decisions.

Baby Boomers – How to Reach Them

• Print Ads
• Internet Ads
• Email Marketing
• Socially: Facebook
  • 82% are on social media
  • 60% follow for deals and promotions
  • 53% follow for information

*Synchrony Financial Analytics, May 2014-April 2015 data on credit card holders 65+ years old.
Analyzing the Senior Patient

- 12% of population with 15% spending power
- 76% use at least one social media platform

Seniors – How to Reach Them

- Print Ads
- Senior Publications
- Talk Radio
- Referring Doctors
- Socially: Facebook
  - 82% are on social media
  - 60% follow for deals and promotions
  - 53% follow for information

Common Obstacles

- Price
- Fear

Strategy: Determining Your Budget
- Start with your core procedure
- What budget are you comfortable with
Developing Your Strategy

• Lay out the entire plan before you start
  • What is the procedure and target audience
  • What marketing mediums will you use
  • What messaging, images and/or video will you use
  • What do you want them to do as a next step
  • Design any landing pages
  • Who will follow up on any leads and what does that follow up look like

Sample layout of marketing plan

Top 10 Lead Generation Tools Under $1,000

#1 - Social Media Contests

• Create a fun contest for social media
  • Leverage current events
  • Offer low tier prizes that help generate leads
  • Promote to your email database and your social audience
  • The most successful social contests use Live video...
What You Need...
- Decide on event or special offer
  - Holiday Time: 12 Day of Giving (Promote each specialty in the practice)
  - Super Bowl
  - Any holiday
  - Back To School
- A basic landing page on your website to capture leads
- Social post/images
- A brave person to do some live videos to promote
- Average Cost: The prizes you’re giving away
- Average Return: 20-50 entries per day

#2 Promotional Email Marketing
- Email Marketing is not dead!
  - Promotional emails are still a very powerful tool!
  - Sent to leads who have expressed an interest in your services
  - Doesn’t have to be a discount. Just a soft reminder to interested prospects that you’re still there when they are ready.
- Your email database
- Make sure any inquiries get captured and added with permission
- Some Practice Management software have email marketing feature built in
- Push people to a call to action on your website
  - Self-evaluation
  - Online scheduler
  - Special offer
- Average cost: under $150 per send
- Average return: Depends on database size
#3 – Drip Email Marketing

- Drip Email Marketing is a series of emails that go out over a longer period of time.
  - More frequent when the lead is hot!
  - Frequency slows down over time.
- Goal is to educate and handle objections to keep you top of mind when the prospect is ready to make a purchase.

What You Need…

- Email marketing software that allows you to schedule emails into the future
- Low cost options are available
- Note: If you’re doing multiple forms of email, use ONE system only to remain SPAM compliant.
- A plan for messaging to educate and break down barriers
- Average cost: under $500 per month
- Average Return: Depends on database size

#4 Facebook & Instagram Paid Advertising

- Works well with any demographic
  - The fastest growing Facebook user is women 65+
- Facebook and Instagram are linked so it’s an easy platform to start with using Facebook Business Manager
- Tip: Text cannot appear on more than 25% of the image or it will be declined.

What You Need…

- Facebook Business Manager Account
- You can use Facebook Stock images or your own
- Create your audience
  - Geo Target
  - Select age range
  - Any other criteria
- Average Cost: $300-1,000 per month
- Average Return: 5-10 leads (with $300/Mo Budget)
What you need...

• Create Facebook GeoFilters
  • Put a virtual fence around any 20,000 square foot area. Any person within that area that goes on Facebook will see your ad.
  • When to use:
    ▪ Events
    ▪ Competitor offices
    ▪ Co-managing doctor offices
    ▪ Any area
  • Average cost: $100-500 per month

What You Need...

• Personnel to visit, develop and nurture relationships
• Collateral to leave with the referring doctor (brochures, etc)
• Make it easy for patients to inquire and doctors to refer
  ▪ Posters
  ▪ Brochures
  ▪ Rack cards
  ▪ Online HIPPA secure physician referral process
• Average Cost: Personnel’s time and printing of collateral
• Average Return: Increased or steady flow of referral patients

#5 Managing Referral Networks

• Make the most of your referral networks
  • OD/MD
    ▪ Make it easy to refer patients
    ▪ Patient Referral
    ▪ Politely ask for referrals
    ▪ Create referral cards to pass out

#6 Video

• Don’t over think it!
• Video doesn’t have to cost an arm and a leg
• Patient experience videos
• Go LIVE!
• Video Blogs (doctors or staff)
What You Need...

- Basic Camera, Tablet or SmartPhone
- Quiet space
- Avoid air conditioning noise (laser suite)
- Avoid crowds
- Well lit areas
- If you want to edit the videos, basic editing software
  - YouTube Director for Business (FREE)
- Post videos to your social platforms and boost posts
- Average Cost: Time to complete the project
- Average Return: ?

#7 Making the most of your website

- Is it easy to find calls to action?
- Can people contact you easily?
  - Where is your phone number on your site?
  - Is it easy to click to call from Mobile?

What You Need...

- Create engaging webforms
- Self-evaluations
- Online Scheduling tools
- E-books
- Position Prominently on your website
- Average Cost: $200-1,000 depending on tool added
- Average Return: 20-50 leads per month
#8 PR and Outreach

- Make an impact in your community
- Volunteer locally
- Sponsors events
- Show that your practice cares and is taking action to make the world a better place
- A recent study showed that millennials are more likely to buy from a company that is giving back

What you need...

- Spend your time looking at events or chartable causing that align with your mission or brand
- Get involved! The more people see you in the community the better!
- Get social with your causes too
- Cost will vary but can be very affordable if not free

#9 Customer Experience

- Don’t forget that the patient experience matters at any age...
  - 68% will spend money based on the experience
- Make sure that your staff is trained well to handle the patient flow to reduce wait times and increase patient satisfaction
  - Learn the power of a “Power Handoff”

What you need...

- Evaluate your practice to see where you might need help
- Secret shop yourself
  - Hold Times
  - Staff polite
- Many practices can benefit from a customer service training which can often be affordable outsourced or completed internally by the management team.

The result: Increased phone conversion and scheduled procedures
#10 Leverage All Social Platforms

- Snap Chat
- Pinterest
- Facebook
- Instagram
- Twitter

50% of Millennials have purchased a product after seeing it on a social media site

75% of all generations feel it is important to do business with a “social conscience” business

What you need...

- Someone dedicated to social
- Social media posting platform, if you are going to do all platforms
  - Free platforms
    - Hootsuite (posts on up to 3 social platforms but doesn’t allow you to add images)
- Need to post daily
- Give a good mix on your posts:
  - 30% Educational info or articles
  - 40% Self promotion
  - 30% Interesting/engaging.

The result: Increased exposure to your practice and brand awareness

Sample DIY Budget Scenarios
Scenario 1 (Affordable)
• Promotional Email Marketing $150
• Social Media PPC $300
• Snap Chat GeoFilters $50
• Outreach (1 event per month)
• Patient experience videos (Shoot for 2-5 per month)
  • Social boost ($20 per video)
Total $600 per month

Scenario 2 (Larger email database)
• Promotional Email Marketing $150
• Drip Email Marketing $300
• Social Contest $100
• LIVE Videos in conjunction with contest
• Social Posting (time it takes to post)
• Calls to action on website
• Outreach
• Social Media PPC: $300-500
Total $850-1050 per month

Scenario 3 (More social followers)
• LIVE Video Blog by Staff or Doctor
  • 1 per week
  • Fun Eye Fact Friday
• Promo Email Marketing $150
• Social Contest $100
• Snap Chat Geofilter $50
• Facebook GeoFence $50
• Social PPC $300-500
Total $650-$850 per month

Recap
• How to determine your target market and how to reach them
• How to set your budget
• How to put together your strategic marketing plan
• Review of the Top 10 Lead Generation tools for under $1,000
• Review of Sample plans of various budgets
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