

Go To Market Framework



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“Marketing Communication Strategy”

That is a foreign term for many Optometric practices.

We are in 2020 and there are still a lot of practices that are dependent on outdated selling techniques and promotional activities.

We are living in times whereby:

- We have direct ease of access to the consumer through social media platforms available
- Customisation and bespoke services have become increasingly normal and expected by consumers when they walk into a practice
- There are progressive technological advances at our disposal
- Disruptive technology has become increasingly popular to say the least
- Convenience Optometry is now the only form of acceptable service excellence

With that being said, our approach as Optometric practices has no choice but to adapt to all these changes taking place.

We need to have clear marketing strategies which enable us to communicate more effectively with various consumers.

Every practice needs to develop and follow the best possible marketing framework that creates the most impactful client experience.

The ultimate objective of any strategy you decide to employ in your business is that it needs to be:

- Consumer-centric
- Aligned with your business vision
- Representative of your company values
- Authentic and unique to your specific target audience
- Strategically positioned to drive sales revenue up
- Measurable and practical in its application
- Disruptive and collaborative with various other influences it may have
- User-friendly for both the practice and the consumer
- Lifestyle-orientated as it needs to move beyond eye health and management

We therefore will only give a brief overview of what we mean when we say your business needs to have a marketing communication strategy.



Your Go-To-Framework is about the Client Experience

There are 5 key components that you can directly and positively employ within your practice immediately.

These components are:

1. MARKETING STRATEGY

- Digital marketing
- Lead generation and measurement
- Internal and external communications

2. PRODUCT AND SERVICE MARKETING

- Product and service offerings
- Segment focus – based on target audience
- Message and position

3. SALES ENABLEMENT

- Toolkit
- Training
- Campaigns

4. CLIENT INTIMACY

- Sponsorships
- Retention and loyalty
- Surveys and analytics

5. ELEVATING BRAND EQUITY

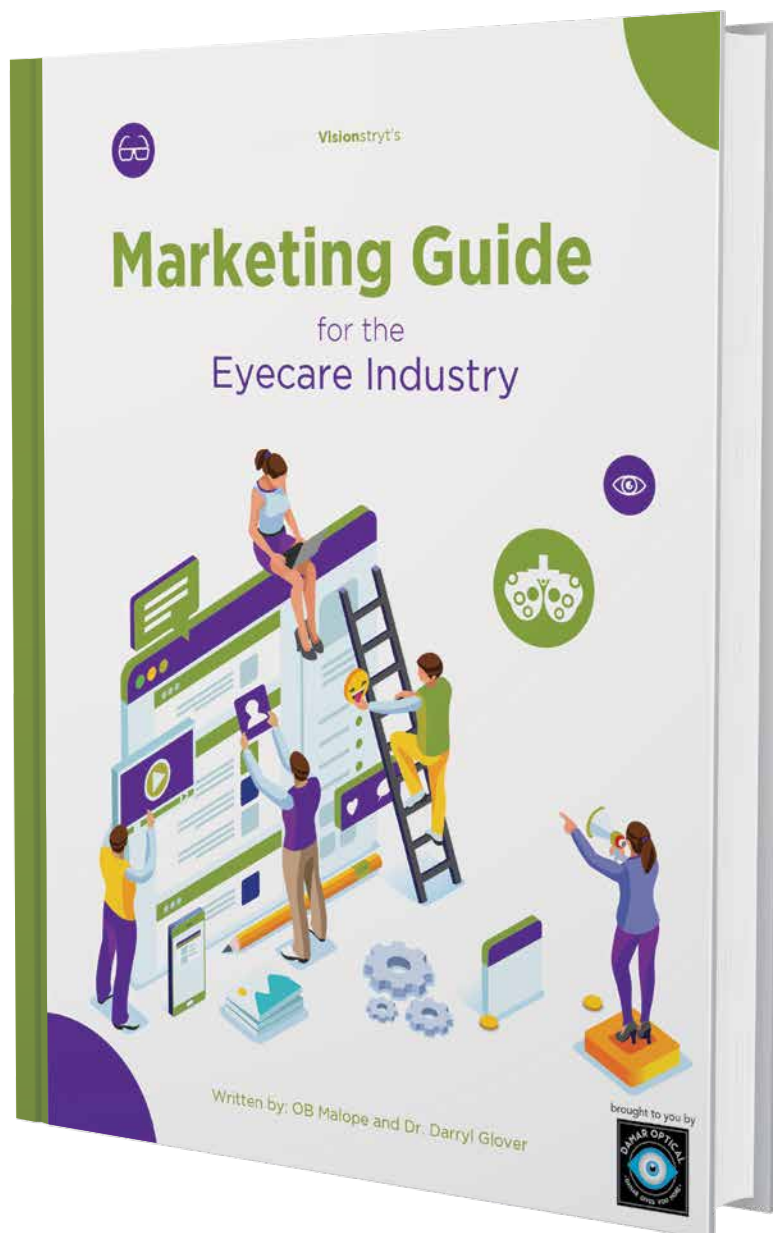
- Awareness
- Perceived value
- Brand activations

Each of these components have their own approach that you need to focus on.

Where do you start with your framework?

CONTENT DEVELOPMENT	MARKETING ACTIVITIES	SOCIAL MEDIA MANAGEMENT	VISUAL REPRESENTATIONS
Website creation	Brand Activation	Facebook	YouTube Channel
Blogs and Newsletters	Digital and Social selling	Instagram	Photography
Social Media	Sales Enablement Strategies	Brand Positioning	Social Media
Training and Development within the practice	Communication strategies and tactics	Analytics and Reporting	Website

New Book Alert launching soon



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