

The Ultimate Patient Magnet

1 hour

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Course Description: This course introduces eyecare professionals to the essentials of social media marketing, focusing on tools and strategies to connect with patients online, grow brand visibility, and create engaging content. By exploring popular platforms, best practices, and easy-to-implement tactics, attendees will learn how to use social media to elevate their practice in today's digital landscape.

Course Objectives:

1. Identify the right social media platforms for their optical business based on an audience
2. Create a basic content plan to start engaging with customers
3. Understand best practices for engaging followers to build an online community

Introduction (2 minutes)

- **Introduce self/background in the optical industry**

- **Objectives:**

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Why Social Media Matters for Optical Practices (15 minutes)

- **Discuss Benefits:**

- Brand visibility
- Patient engagement
- Showcasing products/services

- **Statistics on social media's impact on healthcare and optical practices**

- Studies show that over 40% of healthcare consumers use social media for information about providers.
- Research shows that 86% of consumers consult online reviews (Google Reviews, before choosing a local business, which includes optical and eye care practices.
- Practices using Instagram Reels or YouTube see higher engagement, as users spend up to 20% of their Instagram time on "Reels" and average 19 minutes daily on YouTube

- According to RaftUX, a well-optimized website increases visibility and accessibility, allowing practices to reach a broader audience, including those searching for eye care services online.
- **Successful Campaigns**
 - Dr Daniel Barrett - Educational
 - Mohawk Chevrolet - Humorous

Choosing the Right Platforms (10 minutes)

- **Overview of Key Platforms**
 - Facebook
 - Instagram
 - TikTok
 - LinkedIn
 - Google/Yelp
 - Website
- **Choosing Platforms and Getting Started**
 - Audience
 - Time put into social media campaign
 - Cadence of posting
 - How many platforms/cross posting (1-2 preferably)
 - Tracking engagement
 - Differentiating factor - what makes you different?

Interactive Activity: “Which Platform?” (10 minutes)

- **Engage the Audience**
 - Ask participants to think about their customer base and choose one platform they think would work best for their practice
- **Group Share**
 - Have a few people share their chosen platform and why
- **Transition**
 - Use responses to highlight different platform strengths and how they fit with different audience types

Building Your Brand Voice and Content Strategy (8 minutes)

- **Define Brand Voice**
 - Friendly/Humorous
 - Educational
 - Professional
- **Content Ideas and What it Looks Like**
 - Product showcases
 - Educational posts on eye health
 - Behind-the-scenes content
 - Patient testimonials

- **Visual Consistency and Recognition**

- Color schemes (2-3 colors)
- Logo use
- Fonts
- Content layout
- Hashtags

Getting Started, Posting, and Scheduling (5 minutes)

- **Website**

- Up to date contact information
- A biography with a picture of OD/MD/staff minimum
- Hours and address
- Dr's name as a website AND practice name as a website (linked)
- Claim ownership on Google/Yelp

- **Content Calendar Basics**

- Posting plan on paper
- Consistency
- Tracking

- **Sample Content Plan - Example Calendar**

Engaging with Followers and Building Community (5 minutes)

- **Engagement Basics**

- Tone of voice – speaking casually but professional
- Responding to comments/messages
- Engaging with followers on social media

- **Boosting Engagement**

- Using polls
- Q&As
- Hashtags
- Collaborations with local businesses

- **Community Building**

- Personable
- Trustworthy
- Professional

Q&A and Wrap-Up (5 minutes)

- **Open for questions/resources for further learning**

- **Quick Recap of Objectives:**

1. Choosing the right platform
2. Creating a basic content plan
3. Building an engaged community

- **Challenge:**

1. Website/Google/Yelp
2. Pick a platform and draft a first post idea

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3. Have fun with it – you aren't reinventing the wheel, you just have to keep it spinning