

Top Tips for Marketing Specialty Contact Lenses



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Although there are many different ways to make your practice stand out to patients, specialty contact lenses offer a unique opportunity to market them as a niche product, which works well in medical marketing.

Marketing specialty contact lenses is all about sharing why patients need them. This takes digging to the root of the issue. For example, if you're trying to market a specialty lens that helps with myopia management, the best place to start is by explaining what myopia is, the average progression of myopia in children and the new treatments available to slow its progression.

While the technology behind these lenses is fascinating, patients are initially interested in why they need them and expected results from using them.

SEPARATE YOUR PRODUCTS

Don't make the common mistake of grouping all specialty contact lenses into one marketing strategy. Market them one at a time. When separating strategies, answer the "why" question - why certain lenses are preferable to others makes it easier for patients to navigate and understand the benefits of their recommended specialty contact lens.

WHERE TO MARKET

Website: Build out pages on your website about each specialty contact lens. A page dedicated to scleral lenses, that explains who benefits from using them, why they are prescribed and expected results will help patients needing them find you in their search.

Google: Set up Google Adwords campaigns that ensure you show up for every type of contact lens search to help differentiate you from optometrists only using keywords like "eye exam" or "optometrist".

Social media: Facebook and Instagram are great places to post about products and treatments in your practice in any category, including specialty contacts. To increase exposure put a little budget behind boosting targeted posts a post. For example, an ad about Myopia targeting mothers of children 5 - 14.

Email marketing: Talking to your current patients is one of the easiest ways to get traction on any new product or service and email marketing makes that possible. Email marketing works because your patients already know and trust you and are more open to receiving information about new offers. Keep it short and simple with engaging images and messaging.

Remember, patients are often unaware of the specialty contact lenses available. It's up to us to find ways to share that with them. ●