

10 Ways to Market Your Practice for Free



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There are plenty of tools available to help you get the word out about your Optometry practice. You have to find them, use them, and learn how to get the best results.

1. REFERRALS

Happy patients bring more happy patients. Adding a referral program may encourage your patients to go out and tell the world. Look to other practices and businesses to see how they reward referrals.

It doesn't cost anything for your patients to tell their friends and family.

2. DISCOUNT CARDS

When a patient is leaving, hand them something valuable. Provide them with a business card that includes their prescription and their next appointment. Give them a voucher they can use towards a second pair of glasses or give a family member.

3. APPOINTMENT & PRODUCT REMINDERS

You know when patients are due for their next appointment. A friendly reminder closer to the date prompts them to return. Either pre-appoint them at the time of the last appointment or call to book them annually. Then ensure you send reminders so they show up. Same with products, remind them when they are running out.

GET ONLINE!

Let your brand and voice carry seamlessly between your in-office personality and your online brand.

4. HAVE A GREAT WEBSITE

Build a website that contains your name, phone number, e-mail address, and location but also that is beautiful, engaging with lots of information about what makes you different and unique. Talk about any medical niches you are implementing in the practice like dry eye treatments or vision therapy.

You're going to need to link to this site, so it's best if you have a great website that ranks well.

5. GOOGLE MY BUSINESS

Google My Business (GMB) accounts let you set and update your hours, phone number, e-mail address, and location. New and existing clients can call you directly from your GMB listing. Not only is the listing free you can add images, office photos, events and news that help your listing show up. It also showcases your Google Reviews. Ask every patient to give you an online review. It's free and helps immensely when a potential patients sees you have 100+ reviews and great rating.

6. FACEBOOK

You can send out updates, promote your sales, add office events, announce new products and services as well as connect with your patients all in one place. Facebook offers a wealth of information about your business, and your target demographic likely uses this platform.

7. INSTAGRAM

Browsing habits between Facebook and Instagram vary. Instagram is a place where you can promote yourself with beautiful photos, video and stories. Think visual.

There's not a lot of room for extra information on Instagram, so short posts go a long way. Utilize hashtags for extra free exposure #yycoptometrist

8. LINKEDIN

Professionals need eye exams, too! LinkedIn is a great place to build business connections. Ensure you claim your business listing on LinkedIn, create a professional profile for all the doctors and staff and link to your business page. Now start sharing educational posts.

9. BLOG IT

A blog shows search engines that you are active online, and it provides you with opportunities to use keywords and boost your SEO. Plus, you can use it as a resource to teach your patients about eye health. If a potential patient is searching "why are my eyes red and irritated" and you just wrote a blog titled; "Why Your Eyes May Be Red And Sore At The End Of the Day", you have a great chance of showing up for that search and capturing that patient's attention.

10. YOU'VE GOT MAIL

Digital marketing often requires the patient to come to you, but you can go to them. E-mail marketing is like a newsletter straight to someone's inbox. You can get their e-mail address from their visit and provide them with useful information, reminders about upcoming appointments, and more. ●