

# Types of Marketing Collateral Your Practice Needs for 2023



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The right mix of marketing materials for your practice depends on who your patients are and what your business growth goals are. Your 2023 marketing plan can and should include a combination of different marketing collateral to bring your goals to fruition in the short and long-term.

## THE WIDE WORLD OF MARKETING MATERIALS TO CONSIDER

The term “marketing collateral” refers to both digital and printed materials used to communicate with your current and prospective patients. Here, we’ll focus on those that can make the biggest difference for your practice in the year ahead.

### **Email Newsletters**

Email marketing has incredible potential, with an average ROI of \$36 for every \$1 spent. However, your patients are busy people, so you’ll need to send highly engaging emails that solve a problem for them.

An effective email newsletter is beautifully designed with on-brand graphics and succinct, useful text.

### **In-Clinic Collateral**

An informative and well-designed poster or handout can educate your patients on topics that are new to them, like dry eye symptoms or myopia management. As you’re well aware, a patient won’t invest in treatment for something they don’t realize is treatable, so branded handouts will make a difference.

### **An Eye-Catching & Responsive Website**

Your website is one of the most important parts of your marketing mix today, because all your other marketing efforts will direct people to it. It should look great, function seamlessly on your patients’ phones, and make it easy to book an appointment.

### **Blog Posts**

Monthly blog posts establish your authority as an eye care professional both with your patients and with Google. This is a key part of search engine optimization, also known as SEO.

When you write blogs on eye care topics people are searching for, Google ranks your website higher when patients search for those topics. This makes it easier for patients to find you online.

### **Infographics**

Sometimes the best way to distill complex information is visually. You can use an infographic to explain topics like MGD or peripheral defocus in a clear and memorable way.

Infographics can be part of in-clinic collateral, emails, social media, and blog posts. They’re a proven way to stand out against the torrent of information online.

### **Video Content**

Quality video content is increasingly accessible, even without a big budget, thanks to smartphones. Leverage video clips on your social media platforms and in email for patient education and to build trust.

The best short-form videos are irresistibly shareable on platforms like Instagram and TikTok, combining humour with eye care information. Take a look at [@Dr.ChinnChinn](https://www.instagram.com/Dr.ChinnChinn) on Instagram and [@harbirsian.od](https://www.tiktok.com/@harbirsian.od) on TikTok for inspiration (and a few laughs).

### Direct Mail Postcards

Traditional marketing collateral is still an effective way to recall your patients and reach new ones. The best postcards are beautifully designed and include a clear call to action like, “Visit our website to book your kids’ back-to-school eye exam.”

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### CHOOSING WHERE TO PUT YOUR MARKETING EFFORTS

In 2023, a modern website is non-negotiable. Start there, and then expand to other collateral.

Decide where to place the rest of your efforts by considering your business goals and your patients’ needs. For example:

- If your goals include growing your dry eye business, consider in-clinic collateral providing dry eye education as well as a series of blog posts.
- If your ideal patients are busy moms who value efficiency, try a concise email newsletter that discusses back-to-school eye exams one month and educates on myopia management the next.
- If your location serves a lot of office workers, you might combine handouts about digital eye strain symptoms and tips with video content for Instagram and a dry eye page on your website.

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### HOW TO MAKE IT HAPPEN

Your skillset and those of your staff can help you decide how much of your marketing to do in-house and how much is worth leaving to the professionals.

Eye care marketing experts can help you get where you want to be faster than you can on your own. The best marketing firms will build on your strengths while taking over the parts that are outside of your expertise.

Make 2023 the year you reach more new patients in more innovative ways. ●