Was it Worth it?
Measuring the Success of your Practice Marketing Efforts

If you had to pick one, which would it be?
• New patients?
• Higher Capture Rate?
• More frequent office visits?
• Retain patients longer?

Determine the right marketing activities
Marketing = growth and profitability

Common & successful marketing activities
• Product line marketing
• Geo Marketing - FB, PPC, Postcards
• Birthday Marketing
• eBlast Marketing
• Patient Referral Marketing
• Reactivation Marketing
• Online reviews

Capture Rate
New Patients

Over 3 years
457 Patients Used Offer
$394,055 total spend

Brian,
More Frequent Office Visits

End of Year eBlast to Overdue Patients
- 19% Open Rate
- 25 Patients clicked to Request Appointment
- 2 Patients clicked to refer a friend
- 3 Patients clicked to learn about Care Credit

End of Year eBlast to Overdue Patients
- USE IT OR LOSE IT

BEAT THE YEAR-END RUSH!
Click here NOW to request an appointment:

If you participate in a Flexible Spending Account (FSA) through your benefits program, time may be running out. Here is a list of vision related services and expenses that may qualify you for reimbursement.
Decide what you want to accomplish.

- New patients.
- Higher Capture Rate.
- More frequent office visits.
- Retain patients longer.

Implement the right marketing activities
Marketing = growth and profitability